NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 30, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	26.4	22,410
2	FALCON CREST#	23.4	19,870
3	BILL COSBY SHOW	22.1	18,760
4	60 MINUTES	20.8	17,660
5	A TEAM	20.7	17,570
6	HUNTER SPECIAL(S)	20.4	17,320
7	HIGHWAY TO HEAVEN	19.7	16,730
8	NIGHT COURT#	19.2	16,300
9	FAMILY TIES	18.9	16,050
9	MURDER, SHE WROTE#	18.9	16,050
11	MISTRAL'S DAUGHTER, PT.2(S)	18.7	15,880
12	ABC SUNDAY NIGHT MOVIE	18.5	15,710
12	NBC SUNDAY NIGHT MOVIE#	18.5	15,710
14	AFTERMASH SPECIAL(S)	18.2	15,450
14	MISTRAL'S DAUGHTER, PT.1(S)	18.2	15,450
16	DYNASTY	18.0	15,280
17	THREE'S COMPANY#	17.9	15,200
18	SIMON & SIMON	17.7	15,030
19	NBC MONDAY NIGHT MOVIES#	17.5	14,860

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	17.7	39,350
2	BILL COSBY SHOW	16.3	36,250
3	FALCON CREST#	15.1	33,670
4	A TEAM	14.3	31,830
5	FAMILY TIES	13.4	29,710
6	KNIGHT RIDER	13.2	29,380
7	HUNTER SPECIAL(S)	13.1	29,240
8	HIGHWAY TO HEAVEN	12.9	28,780
9	NBC SUNDAY NIGHT MOVIE#	12.7	28,350
10	60 MINUTES	12.6	28,010
11	THREE'S COMPANY#	12.5	27,740
12	WEBSTER	12.2	27,230
13	MURDER, SHE WROTE#	12.1	26,950
14	NIGHT COURT#	11.9	26,520
15	NBC MONDAY NIGHT MOVIES#	11.4	25,410
16	SIMON & SIMON	11.3	25,180

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	25.8	22,870
2	FALCON CREST#	22.1	19,540
3	BILL COSBY SHOW	17.8	15,780
4	60 MINUTES	16.3	14,430
5	NBC MONDAY NIGHT MOVIES#	16.3	14,410
6	MISTRAL'S DAUGHTER, PT.1(S)	16.2	14,350
7	AFTERMASH SPECIAL(S)	15.7	13,930
8	MURDER, SHE WROTE#	15.6	13,860
9	ABC SUNDAY NIGHT MOVIE	15.6	13,810
10	HIGHWAY TO HEAVEN	15.4	13,600
11	MISTRAL'S DAUGHTER, PT.2(S)	15.2	13,430
12	DYNASTY	14.9	13,210
13	THREE'S COMPANY#	14.6	12,940
14	MISTRAL'S DAUGHTER, PT.3(S)	14.5	12,870
15	HUNTER SPECIAL(S)	14.5	12,840
16	EMMY AWARDS(S)	14.2	12,540
17	FAMILY TIES	14.1	12,480
18	SIMON & SIMON	13.7	12,120
19	NIGHT COURT#	13.7	12,110
19	WEBSTER	13.7	12,110
21	CAGNEY & LACEY#	13.4	11,890

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC SUNDAY NIGHT MOVIE#	16.6	13,250
2	A TEAM	15.9	12,720
3	HUNTER SPECIAL(S)	15.3	12,220
4	NFL MONDAY NIGHT FOOTBALL	14.4	11,530
5	DALLAS#	14.3	11,400
6	FALCON CREST#	13.8	11,010
7	60 MINUTES	13.3	10,620
8	BILL COSBY SHOW	12.8	10,230
9	SIMON & SIMON	12.5	9,950
10	CBS NFL FOOTBALL GAME 1	12.4	9,920
11	NIGHT COURT#	12.3	9,820
12	HARDCASTLE & MCCORMICK	12.0	9,560
13	CBS NFL FOOTBALL GAME 2	11.9	9,470
14	MURDER, SHE WROTE#	11.7	9,380
15	KNIGHT RIDER	11.7	9,350
16	MAGNUM, P.I.	11.7	9,330

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 30, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	22.8	12,700
2	FALCON CREST#	18.6	10,370
3	BILL COSBY SHOW	17.9	9,980
4	NBC MONDAY NIGHT MOVIES#	16.6	9,240
5	DYNASTY	15.3	8,510
6	FAMILY TIES	15.0	8,360
7	HUNTER SPECIAL(S)	14.7	8,190
8	ABC SUNDAY NIGHT MOVIE	14.5	8,090
8	THREE'S COMPANY#	14.5	8,090
10	KNIGHT RIDER	13.8	7,670
11	WEBSTER	13.6	7,580
12	MURDER, SHE WROTE#	13.5	7,510
13	FACTS OF LIFE#	13.2	7,350
14	IT'S YOUR MOVE#	13.0	7,260
15	PAPER DOLLS#	13.0	7,240
16	NIGHT COURT#	12.9	7,190

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	32.5	8,840
2	FALCON CREST#	28.8	7,840
3	60 MINUTES	25.6	6,960
4	MISTRAL'S DAUGHTER, PT.1(S)	24.6	6,710
5	AFTERMASH SPECIAL(S)	24.5	6,680
6	MISTRAL'S DAUGHTER, PT.2(S)	23.9	6,500
7	MISTRAL'S DAUGHTER, PT.3(S)	22.5	6,130
8	MURDER, SHE WROTE#	20.7	5,650
9	EMMY AWARDS(S)	20.6	5,610
10	HIGHWAY TO HEAVEN	19.8	5,400
11	NBC ALL-STAR HOUR(S)	19.8	5,390
12	LOVE BOAT	19.5	5,300
13	SPECIAL MOVIE PRSNT.-FRI(S)	19.2	5,240
14	ABC SUNDAY NIGHT MOVIE	18.1	4,920
14	BILL COSBY SHOW	18.1	4,920
16	SIMON & SIMON	17.6	4,800
17	BOB HOPE STAR ANTICS(S)	17.5	4,770
18	GEORGE BURNS SPECIAL(S)	16.6	4,520
19	TRAPPER JOHN, M.D.#	16.4	4,480
20	MAGNUM, P.I.	15.9	4,330
21	NBC MONDAY NIGHT MOVIES#	15.6	4,250
22	HOTEL	15.6	4,240
23	CBS EVENING NEWS-RATHER	15.5	4,230
24	FINDER OF LOST LOVES	15.4	4,200

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC SUNDAY NIGHT MOVIE#	17.3	9,330
2	A TEAM	16.0	8,650
3	HUNTER SPECIAL(S)	14.7	7,960
4	NFL MONDAY NIGHT FOOTBALL	14.3	7,720
5	NIGHT COURT#	13.1	7,070
6	BILL COSBY SHOW	12.5	6,730
7	CBS NFL FOOTBALL GAME 1	12.0	6,480
8	REMINGTON STEELE#	12.0	6,470
9	KNIGHT RIDER	11.7	6,320
10	HILL STREET BLUES	11.4	6,180
11	HARDCASTLE & MCCORMICK	11.2	6,080
11	SCENE OF THE CRIME(S)	11.2	6,080
13	AIRWOLF	11.2	6,070
14	CBS NFL FOOTBALL GAME 2	11.1	6,010
15	CAGNEY & LACEY#	11.0	5,930
16	DALLAS#	10.8	5,820
17	SIMON & SIMON	10.7	5,800

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	23.0	4,750
2	FALCON CREST#	22.9	4,740
3	60 MINUTES	22.6	4,670
4	HUNTER SPECIAL(S)	17.8	3,670
5	SPECIAL MOVIE PRSNT.-FRI(S)	17.6	3,630
6	SIMON & SIMON	17.5	3,620
7	MURDER, SHE WROTE#	17.2	3,550
8	NBC SUNDAY NIGHT MOVIE#	16.5	3,420
9	A TEAM	16.4	3,380
10	BOB HOPE STAR ANTICS(S)	16.2	3,340
11	NFL MONDAY NIGHT FOOTBALL	15.7	3,250
12	MAGNUM, P.I.	15.6	3,230
13	CBS EVENING NEWS-RATHER	15.1	3,130
13	HIGHWAY TO HEAVEN	15.1	3,130
15	MISTRAL'S DAUGHTER, PT.2(S)	15.1	3,120
16	AFTERMASH SPECIAL(S)	15.0	3,100
17	MONDALE/FERRARO POLITICAL(S)	14.8	3,060
18	HARDCASTLE & MCCORMICK	14.6	3,020
19	DYNASTY	14.5	2,990
20	BILL COSBY SHOW	14.4	2,980
21	CBS NFL FOOTBALL GAME 1	14.1	2,920

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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ERRATA NOTICE

Page A-39 of the OTHER PROGRAMS Section should have included the following program:

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR
EVENING FRIDAY			
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58-8.59PM	8.45

HOUSEHOLD AUDIENCES — AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																														
A TEAM					2	210	202	A	20.7	33	1757	1812	580	203	617	211	386	353	306	189	725	296	493	433	331	192	184	58^	286	204
1 TUE.	8.00P	60	NBC	A		99	99	B	20.7	33	1757	1812	580	203	617	211	386	353	306	189	725	296	493	433	331	192	184	58	286	204
2 TUE.	8.00P	120																												
8.00 - 8.30								A	18.9	32	1605	1822	583	221	627	189	364	348	336	208	712	277	473	410	324	208	181	59^	302	214
8.30 - 9.00								A	21.7	35	1842	1853	607	218	644	202	381	376	346	200	734	290	495	438	337	205	188	62^	287	211
9.00 - 9.30								A	22.1	34	1876	1753	532	166	564	227	389	328	235	161	717	296	490	437	336	172	189	57^	283	194
9.30 - 10.00								A	21.3	32	1808	1741	557	172	585	240	418	338	247	155	721	322	510	451	325	157	187	51^	248	179
ABC BUSINESS BRIEF-MON					13	209		A	14.4	26	1223	1590	463	187^	509	146^	307	244	312	178^	943	402	626	473	423	291	69^	18v	69^	44v
1 MON.	10.46P	1	ABC	N		99		B	14.7	23	1248																			
ABC BUSINESS BRIEF-WED					32	208	207	A	16.3	26	1384	1857	663	283	769	346	515	399	299	219	641	228	418	371	320	179	136	39^	311	215
WED.	8.58P	1	ABC	N		99	99	B	17.3	29	1469																			
ABC BUSINESS BRIEF-FRI					29	205	208	A	16.5	29	1401	1916	788	323	868	301	540	488	362	297	481	165	286	285	213	155	186	100	381	273
1 FRI.	8.46P	1	ABC	N		98	99	B	14.8	26	1257																			
2 FRI.	8.43P	1																												
ABC NEWSBRIEF-MON					1		203	A	13.6	22	1155	1695	603	263	620	222	437	356	312	169^	758	295	532	461	342	197^	123^	50v	194^	133^
2 MON.	8.58P	1	ABC	N			99	B	13.6	22	1155	1695	603	263	620	222	437	356	312	169	758	295	532	461	342	197	123	50	194	133
ABC NEWSBRIEF-TUE					1		203	A	12.6	19	1070	1664	905	334	1012	449	666	506	440	253	476	135^	240	235	221^	201^	118^	97^	58v	26v
2 TUE.	9.58P	1	ABC	N			99	B	12.6	19	1070	1664	905	334	1012	449	666	506	440	253	476	135	240	235	221	201	118	97	58	26
ABC NEWSBRIEF-WED					1		203	A	19.6	30	1664	1701	836	370	950	378	630	508	412	273	604	243	361	320	247	197	49^	12v	98^	64^
2 WED.	9.58P	1	ABC	N			98	B	19.6	30	1664	1701	836	370	950	378	630	508	412	273	604	243	361	320	247	197	49	12	98	64
ABC NEWSBRIEF-THU					1		203	A	12.1	19	1027	1621	826	345	925	340	510	452	365	316	410	97^	202^	280	216^	130^	118^	98^	168^	81^
2 THU.	9.58P	1	ABC	N			99	B	12.1	19	1027	1621	826	345	925	340	510	452	365	316	410	97	202	280	216	130	118	98	168	81
ABC NEWSBRIEF-FRI					1		202	A	9.3	15	790	1446	572	303^	601	134^	388	406	340	195^	596	189^	337	364	287^	165^	14v	14v	235^	176^
2 FRI.	9.58P	1	ABC	N			99	B	9.3	15	790	1446	572	303	601	134	388	406	340	195	596	189	337	364	287	165	14	14	235	176
ABC NEWSBRIEF-M-F					222	201		A	15.4	26	1307	1541	675	301	757	259	430	410	340	270	531	162	309	295	275	188	123	53^	130	84^
1 MON.	8.58P	1	ABC	N		98		B	15.1	24	1282																			
1 TUE.	10.01P	1																												
1 W-F	9.58P	1																												
ABC NEWSBRIEF-SAT.					45	207	197	A	14.4	26	1223	1506	748	251	817	237	401	360	334	383	491	173	304	266	223	155	116	74^	82^	51^
1 SAT.	10.07P	1	ABC	N		99	97	B	16.4	29	1392																			
2 SAT.	9.58P	1																												
ABC NEWSBRIEF-SUN.					45	206	203	A	18.1	27	1537	1558	811	321	882	279	512	470	422	323	502	178	279	263	227	181	106	49^	68^	68^
1 SUN.	9.48P	1	ABC	N		99	99	B	18.2	29	1545																			
2 SUN.	9.56P	1																												
ABC SPORTS UPDATE-SAT					45	206	209	A	16.1	29	1367	1503	715	220	783	208	329	298	309	416	505	131	246	224	239	211	121	62^	94	72^
1 SAT.	9.01P	1	ABC	SN		99	99	B	14.9	27	1265																			
2 SAT.	9.06P	2																												
ABC SPORTS UPDATE-SUN					43	206	207	A	16.0	25	1358	1898	786	297	823	262	487	455	413	294	727	243	452	414	370	237	130	54^	218	132
SUN.	8.33P	1	ABC	SN		99	99	B	16.5	26	1401																			
ABC SUNDAY NIGHT MOVIE					36	208	207	A	18.5	30	1571	1568	813	325	878	284	514	466	423	312	505	172	288	277	242	173	112	57^	73^	53^
1 SUN.	9.00P	120	ABC	FF		99	99	B	19.5	31	1656																			
2 SUN.	9.00P	159																												
9.00 - 9.30								A	18.4	28	1562	1599	782	317	846	263	490	456	415	305	531	181	307	291	257	184	125	64^	97	62^
CONT'D																														

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ABC SUNDAY NIGHT M-CONT'D																										
9.30 - 10.00				A	18.6	28	1579	1597	799	324	871	273	510	468	424	312	511	182	296	273	235	175	124	56^	91	75^
10.00 - 10.30				A	18.7	30	1588	1584	830	342	898	299	532	464	421	323	497	172	280	263	237	172	118	61^	71^	52^
10.30 - 11.00				A	18.4	32	1562	1563	819	334	889	295	516	454	418	323	490	157	272	270	244	167	120	60^	64^	51^
11.00 - 11.30				A	19.0	38	1613	1467	858	325	908	296	546	509	455	298	482	154^	273	290	237	162	53^	43^	24v	11v
11.30 - 12.00				A	16.7	41	1418	1405	818	228	861	286	482	446	377	302	515	192	306	317	225	148^	29v	29v	LT	LT
ABC WORLD NEWS TONIGHT	230	205	204	A	10.2	21	866	1445	730	236	790	192	376	341	363	368	508	127	255	239	257	227	46^	15v	101	52^
M-F 6.30P 30 ABC N		99	99	B	10.3	20	874																			
ABC WRLD NEWS TONIGHT-SUN	39	157	150	A	5.9	12	501	1477	646	190^	714	71^	232^	266	393	421	618	109^	249^	269	306	327	117^	15v	28v	28v
SUN. 6.30P 30 ABC N		85	81	B	7.3	14	620																			
AFTERMASH	1		204	A	12.0	20	1019	1524	776	229^	828	267	439	399	346	354	488	135^	232^	229^	260	193^	59v	14v	149^	105^
2 TUE. 8.00P 30 CBS CS			99	B	12.0	20	1019	1524	776	229	828	267	439	399	346	354	488	135	232	229	260	193	59	14	149	105
AFTERMASH SPECIAL(S)		202		A	18.2	29	1545	1578	812	257	902	227	418	407	401	432	469	125^	256	233	241	201	154^	72^	53^	28v
1 SUN. 8.34P 30 CBS CS		99																								
AIRWOLF	2	194	205	A	12.1	23	1027	2132	715	335	787	271	504	446	393	247	836	350	591	520	390	220	81^	32^	428	307
SAT. 8.00P 60 CBS A		98	99	B	12.1	23	1027	2132	715	335	787	271	504	446	393	247	836	350	591	520	390	220	81	32	428	307
8.00 - 8.30				A	11.4	22	968	2119	692	326	767	256	470	424	378	256	841	345	589	521	396	227	71^	28v	440	303
8.30 - 9.00				A	12.7	23	1078	2151	741	343	807	284	529	469	405	241	837	355	594	521	390	215	88^	39^	419	314
AMERICAN PORTRAIT	3		205	A	16.6	25	1409	1539	749	273	825	222	400	376	380	369	540	135	278	278	289	216	67^	28^	107	66^
2 MON. 9.00P 1 CBS DO			99	B	16.6	25	1409	1539	749	273	825	222	400	376	380	369	540	135	278	278	289	216	67	28	107	66
2 TU&TH 8.58P 1																										
BENSON	2	207	208	A	15.4	29	1307	1808	784	332	859	288	512	454	369	314	469	140	248	255	222	179	141	67^	339	220
FRI. 8.00P 30 ABC CS		99	99	B	15.4	29	1307	1808	784	332	859	288	512	454	369	314	469	140	248	255	222	179	141	67	339	220
BILL COSBY SHOW	2	203	204	A	22.1	38	1876	1932	734	295	841	319	532	441	350	263	544	199	359	330	253	158	265	122	282	173
THU. 8.00P 30 NBC CS		99	99	B	22.1	38	1876	1932	734	295	841	319	532	441	350	263	544	199	359	330	253	158	265	122	282	173
BOB HOPE STAR ANTICS(S)			201	A	14.4	25	1223	1623	753	233	827	208	366	383	372	390	573	117^	267	274	295	273	34v	13v	189^	116^
2 FRI. 8.00P 60 NBC CV			97																							
8.00 - 8.30				A	14.1	25	1197	1615	753	212	822	212	359	375	365	390	567	120^	262	262	279	279	36v	13v	190^	124^
8.30 - 9.00				A	14.8	25	1257	1611	746	249	821	201	365	385	372	386	574	113^	271	283	308	265	30v	12v	186^	107^
CAGNEY & LACEY	17	200		A	16.4	29	1392	1541	733	340	854	330	515	463	396	294	593	265	427	320	250	142^	25v	25v	69^	38v
1 MON. 10.00P 60 CBS OP		99		B	16.2	27	1375																			
10.00 - 10.30				A	16.5	28	1401	1557	734	326	864	329	506	447	398	313	592	271	414	313	240	148^	41v	41v	60^	32v
10.30 - 11.00				A	16.4	31	1392	1507	726	349	835	329	517	475	388	273	589	256	434	326	256	132^	8v	8v	75^	43v
CALL TO GLORY	2	201	206	A	13.1	22	1112	1683	657	280	698	224	400	345	329	247	713	256	473	419	353	205	119	58^	153	114
MON. 8.00P 60 ABC GD		99	99	B	13.1	22	1112	1683	657	280	698	224	400	345	329	247	713	256	473	419	353	205	119	58	153	114
8.00 - 8.30				A	12.7	22	1078	1681	647	259	689	208	391	348	338	247	691	250	462	403	340	199	122	63^	179	136
8.30 - 9.00				A	13.5	22	1146	1675	666	295	707	241	407	340	322	248	729	258	481	430	363	212	111	51^	128	93^
CBS EVENING NEWS-RATHER	234	203	205	A	11.2	23	951	1463	696	232	757	120	262	274	328	445	569	96	206	211	277	329	60^	25^	77	49^
M-F 6.30P 30 CBS N		99	99	B	12.5	24	1061																			
CBS SAT. NEWS-SCHIEFFER	1		169	A	8.2	18	696	1392	802	341^	820	149^	336^	348^	367	455	572	92^	223^	283^	327^	289^	LT	LT	LT	LT
2 SAT. 6.30P 30 CBS N			90	B	8.2	18	696	1392	802	341	820	149	336	348	367	455	572	92	223	283	327	289	LT	LT	LT	LT
CBS WEDNESDAY NIGHT MOVIE CONT'D	40	200		A	11.9	20	1010	1752	581	211^	655	215^	408	351	310	231^	618	259	433	384	267	157^	204^	36v	275	219^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS WEDNESDAY NIGH-CONT'D																										
1 WED. 8.00P 120 CBS FF		97		B	12.1	20	1027																			
8.00 - 8.30				A	10.6	19	900	1688	540	174^	620	216^	341	309	252^	247^	555	243^	354	284	202^	172^	262^	46v	251^	175^
8.30 - 9.00				A	11.2	19	951	1743	551	165^	626	221^	366	325	265	228^	640	299	471	390	250^	138^	195^	37v	282	205^
9.00 - 9.30				A	13.1	22	1112	1819	612	231	677	209^	433	362	346	239	642	266	466	422	284	151^	211^	35v	289	251
9.30 - 10.00				A	12.9	21	1095	1712	605	255	680	211^	468	396	358	212^	617	233	427	417	305	165^	147^	24v	268	231
CHEERS	34	203	207	A	15.8	26	1341	1658	691	258	763	346	497	429	307	223	539	226	368	353	242	139	247	115	109	82^
1 THU. 9.00P 60 NBC CS		99	99	B	14.6	23	1240																			
2 THU. 9.00P 30																										
9.00 - 9.30				A	17.0	28	1443	1694	692	257	767	339	488	427	301	235	557	241	381	355	240	139	233	119	137	105
9.30 - 10.00				A	13.5	23	1146	1556	690	260	749	361	517	435	321	189^	484	181^	328	346	244	138^	283	103^	40v	31v
COVER-UP	2	199	203	A	14.1	26	1197	1747	698	332	771	250	481	442	372	253	677	243	423	402	325	226	120	28^	179	151
1 SAT. 9.00P 120 CBS GD		99	99	B	14.1	26	1197	1747	698	332	771	250	481	442	372	253	677	243	423	402	325	226	120	28	179	151
2 SAT. 10.00P 60																										
9.00 - 9.30				A	11.9	22	1010	1943	734	303	762	233^	478	474	379	247	725	270	466	404	346	243^	111^	14v	345	262
9.30 - 10.00				A	14.2	26	1206	1889	731	328	761	272	489	461	342	234	710	264	457	399	348	230	154^	48v	264	232
10.00 - 10.30				A	14.4	27	1223	1693	682	330	760	247	476	429	370	248	674	239	418	416	323	222	119	29^	140	126
10.30 - 11.00				A	14.8	28	1257	1662	685	349	790	249	482	435	388	270	643	226	394	391	309	221	115	27^	114	96^
DALLAS	1		207	A	26.4	44	2241	1756	928	354	1020	336	567	499	439	393	508	160	260	248	244	211	85^	53^	143	93^
2 FRI. 9.00P 60 CBS GD			99	B	26.4	44	2241	1756	928	354	1020	336	567	499	439	393	508	160	260	248	244	211	85	53	143	93
9.00 - 9.30				A	25.7	43	2182	1763	932	344	1023	330	570	502	444	397	502	151	250	240	246	213	76^	46^	162	109^
9.30 - 10.00				A	27.1	44	2301	1744	921	362	1015	340	561	493	430	393	515	169	271	251	243	210	91^	62^	123	76^
DEAN MARTIN CELEB. ROAST(S)		194		A	9.3	17	790	1703	658	152^	741	130^	319	356	395	378	619	174^	299^	290^	257^	276^	165^	92^	178^	120^
1 FRI. 8.00P 60 NBC CV		96																								
8.00 - 8.30				A	9.1	18	773	1706	690	145^	757	138^	321^	348	398	394	631	186^	304^	302^	254^	274^	173^	91^	145^	102^
8.30 - 9.00				A	9.4	17	798	1712	625	158^	727	121^	320	364	394	363	611	166^	298^	281^	259^	279^	162^	95^	212^	138^
DIFF'RENT STROKES-SAT.	1		205	A	14.6	28	1240	1883	734	293	825	267	469	397	345	321	409	160^	211	217	185^	156^	192^	61^	457	337
2 SAT. 8.00P 30 NBC CS			99	B	14.6	28	1240	1883	734	293	825	267	469	397	345	321	409	160	211	217	185	156	192	61	457	337
DUKES OF HAZZARD	2	203	205	A	13.0	23	1104	1688	654	208	700	221	351	324	319	307	534	159	259	265	272	213	80^	31^	374	266
FRI. 8.00P 60 CBS CS		99	99	B	13.0	23	1104	1688	654	208	700	221	351	324	319	307	534	159	259	265	272	213	80	31	374	266
8.00 - 8.30				A	12.2	23	1036	1685	641	204	686	213	347	320	311	303	533	157	255	258	270	211	96^	34^	370	264
8.30 - 9.00				A	13.8	24	1172	1680	663	209	710	226	351	324	326	312	531	156	259	269	272	217	65^	26v	374	265
DYNASTY	3	204	208	A	18.0	29	1528	1625	773	328	864	351	557	460	347	266	546	194	314	286	240	196	103	48^	112	65^
WED. 9.00P 60 ABC GD		99	99	B	13.6	23	1155																			
9.00 - 9.30				A	17.4	28	1477	1632	781	317	859	348	554	458	344	268	553	194	321	286	250	199	108	49^	112	66^
9.30 - 10.00				A	18.5	30	1571	1615	768	338	872	355	562	462	351	265	538	194	309	287	233	191	94	44^	111	61^
E/R SPECIAL(S)		201		A	10.7	19	908	1382	656	223^	767	188^	325	332	318	417	379	90^	155^	182^	162^	197^	118^	36v	118^	62v
1 TUE. 8.00P 30 CBS CS		99																								
E/R	1		204	A	12.9	20	1095	1353	733	179^	744	219^	375	346	325	330	499	157^	242	217^	216^	210^	59^	25v	51v	43v
2 TUE. 8.30P 30 CBS CS			99	B	12.9	20	1095	1353	733	179	744	219	375	346	325	330	499	157	242	217	216	210	59	25	51	43
EMMY AWARDS(S)		204		A	17.1	33	1452	1397	787	282	865	214	420	429	424	387	428	80^	245	268	257	150^	99^	30v	5v	4v
1 SUN. 9.04P 215 CBS AC		99																								
9.00 - 9.30				A	18.6	28	1579	1605	830	293	945	271	483	436	393	427	496	128^	303	289	275	185	155^	76^	9v	LT
9.30 - 10.00				A	19.7	30	1673	1577	824	315	937	253	489	469	433	397	515	121^	317	309	303	176	125^	57^	LT	LT
10.00 - 10.30				A	19.0	29	1613	1509	837	326	955	266	504	510	446	390	436	73^	260	286	282	150^	118^	35v	LT	LT
CONT'D																										

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EVENING CONT'D																										
EMMY AWARDS(S)-CONT'D																										
10.30 - 11.00				A	16.7	28	1418	1433	796	293	897	222	427	476	460	400	431	70^	258	288	288	143^	105^	11v	LT	LT
11.00 - 11.30				A	16.2	34	1375	1185	738	284	804	193	385	402	423	364	335	45v	189	209	211	118^	46v	8v	LT	LT
11.30 - 12.00				A	16.5	46	1401	1167	675	207	712	143^	316	329	368	351	381	56^	212	248	227	123^	45v	12v	29v	29v
12.00 - 12.30				A	14.9	52	1265	1261	760	270	760	131^	316	355	435	368	388	54^	187^	252	226	136^	113^	16v	LT	LT
12.30 - 1.00				A	11.8	51	1002	1241	807	134^	807	151^	337	357	445	386	341	60v	60v	164^	129^	177^	93^	LT	LT	LT
FACTS OF LIFE	1		194	A	16.7	26	1418	1733	725	265	787	298	519	456	357	216	536	196	356	326	271	151^	194	85^	216	149^
2 WED. 9.00P 30 NBC CS			99	B	16.7	26	1418	1733	725	265	787	298	519	456	357	216	536	196	356	326	271	151	194	85	216	149
FALCON CREST	1		207	A	23.4	40	1987	1695	891	314	985	298	522	464	446	395	554	181	284	268	256	239	99^	58^	57^	37^
2 FRI. 10.00P 60 CBS GD			99	B	23.4	40	1987	1695	891	314	985	298	522	464	446	395	554	181	284	268	256	239	99	58	57	37
10.00 - 10.30				A	23.9	40	2029	1723	903	307	987	301	532	472	446	393	575	194	305	286	264	241	96^	56^	65^	43^
10.30 - 11.00				A	22.9	40	1944	1657	875	317	978	292	511	454	446	396	529	169	262	246	245	236	101^	60^	49^	31v
FALL GUY	2	208	209	A	14.8	25	1257	1913	666	263	766	326	500	400	308	226	647	236	419	373	313	180	141	48^	359	260
WED. 8.00P 60 ABC A		99	99	B	14.8	25	1257	1913	666	263	766	326	500	400	308	226	647	236	419	373	313	180	141	48	359	260
8.00 - 8.30				A	13.7	24	1163	1891	672	247	766	312	490	397	316	235	641	239	413	363	300	181	123	48^	361	266
8.30 - 9.00				A	15.9	26	1350	1922	660	271	761	330	503	402	306	219	652	233	423	378	323	183	156	49^	353	251
FAMILY TIES	33	205	204	A	18.9	31	1605	1851	666	242	778	360	521	422	283	219	470	193	315	274	194	133	305	174	298	209
THU. 8.30P 30 NBC CS		98	97	B	14.1	23	1197																			
FINDER OF LOST LOVES	2	208	208	A	13.6	26	1155	1444	712	248	774	224	377	333	335	363	438	133	244	231	209	159	155	73^	77^	59^
1 SAT. 9.30P 85 ABC GD		99	99	B	13.6	26	1155	1444	712	248	774	224	377	333	335	363	438	133	244	231	209	159	155	73	77	59
2 SAT. 10.00P 60																										
9.30 - 10.00				A	13.2	24	1121	1418	647	211^	736	185^	324	284	319	382	442	167^	275	224	188^	131^	164^	86^	76^	60^
10.00 - 10.30				A	13.6	25	1155	1436	730	261	790	230	392	349	343	363	431	124	237	233	212	161	138	59^	77^	58^
10.30 - 11.00				A	13.6	26	1155	1497	742	260	795	240	394	350	346	362	446	124	235	232	221	174	173	84^	83^	61^
FOUL UPS, BLEEPS-BLUNDERS	1		204	A	13.0	22	1104	1537	677	325	743	269	392	282	311	295	495	160^	263	203^	225^	209^	144^	117^	155^	98^
2 TUE. 8.00P 30 ABC U			99	B	13.0	22	1104	1537	677	325	743	269	392	282	311	295	495	160	263	203	225	209	144	117	155	98
GEORGE BURNS SPECIAL(S)		194		A	12.9	23	1095	1342	724	290	786	150^	283	327	338	412	403	71^	158^	183^	200^	208^	115^	57v	38v	6v
1 MON. 10.00P 60 NBC GV		99																								
10.00 - 10.30				A	13.4	23	1138	1378	748	280	795	157^	295	343	328	416	430	80^	186^	210^	220	200^	114^	61^	39v	12v
10.30 - 11.00				A	12.4	23	1053	1293	697	297	771	139^	267	309	347	407	369	61^	126^	154^	175^	215^	116^	54v	37v	LT
GIMME A BREAK	1		203	A	14.3	26	1214	1786	726	348	803	257	445	401	348	308	371	118^	175^	200^	194^	146^	146^	65^	466	362
2 SAT. 8.30P 30 NBC CS			99	B	14.3	26	1214	1786	726	348	803	257	445	401	348	308	371	118	175	200	194	146	146	65	466	362
GLITTER	2	202	203	A	13.5	22	1146	1578	794	350	897	316	512	486	387	306	432	118	246	276	218	140	104^	68^	145	83^
THU. 9.00P 60 ABC GD		99	99	B	13.5	22	1146	1578	794	350	897	316	512	486	387	306	432	118	246	276	218	140	104	68	145	83
9.00 - 9.30				A	13.1	21	1112	1582	780	315	881	318	506	471	371	304	424	114	245	269	217	139	105^	69^	172	109^
9.30 - 10.00				A	13.8	22	1172	1573	806	377	913	317	519	497	400	311	440	121	248	283	223	142	101^	67^	119	58^
HARDCASTLE & MCCORMICK	2	208	208	A	15.4	24	1307	1873	764	289	805	266	491	453	397	275	731	247	465	421	371	231	128	55^	209	127
SUN. 8.00P 60 ABC A		99	99	B	15.4	24	1307	1873	764	289	805	266	491	453	397	275	731	247	465	421	371	231	128	55	209	127
8.00 - 8.30				A	13.9	22	1180	1871	754	284	799	273	494	449	380	268	740	246	480	432	375	226	130	53^	202	129
8.30 - 9.00				A	16.9	26	1435	1866	769	291	806	255	483	455	413	280	724	248	451	415	366	235	124	55^	212	126
HAWAIIAN HEAT	2	202	205	A	13.5	23	1146	1730	625	309	665	215	434	437	334	186	569	225	372	372	247	151	135	66^	361	264
FRI. 9.00P 60 ABC OP		99	99	B	13.5	23	1146	1730	625	309	665	215	434	437	334	186	569	225	372	372	247	151	135	66	361	264
9.00 - 9.30				A	13.3	23	1129	1747	633	314	671	206	437	443	348	191	552	214	359	361	242	149	151	74^	373	276
9.30 - 10.00				A	13.6	23	1155	1720	619	305	661	226	435	435	321	181	590	234	385	388	258	152	119	57^	350	256

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EVENING CONT'D																										
HIGHWAY TO HEAVEN	2	199	201	A	19.7	33	1673	1720	739	277	813	265	425	428	371	323	517	166	311	293	243	187	189	73^	201	137
1 WED. 8.00P 120 NBC GD		99	99	B	19.7	33	1673	1720	739	277	813	265	425	428	371	323	517	166	311	293	243	187	189	73	201	137
2 WED. 8.00P 60																										
8.00 - 8.30				A	17.3	30	1469	1722	724	257	787	255	408	413	360	312	520	167	306	281	249	193	166	64^	249	163
8.30 - 9.00				A	19.5	32	1656	1717	731	264	797	256	416	421	362	316	516	164	309	295	249	182	186	76^	218	149
9.00 - 9.30				A	22.8	38	1936	1715	747	308	841	282	445	434	379	335	502	161	312	298	230	175	211	79^	161	120^
9.30 - 10.00				A	22.0	36	1868	1706	762	300	841	273	444	449	391	337	531	178	321	300	230	195	200	77^	134	90^
HILL STREET BLUES	43	210	210	A	15.2	27	1290	1519	671	331	748	338	524	478	312	175	625	254	479	492	337	105	118	26^	28^	19v
1 THU. 10.00P 60 NBC OP		99	99	B	15.6	26	1324																			
2 THU. 10.00P 55																										
10.00 - 10.30				A	15.5	26	1316	1546	672	338	754	337	532	481	317	174	625	255	483	493	337	102	132	30^	35^	23v
10.30 - 11.00				A	14.7	27	1248	1506	673	327	745	341	519	484	312	173	631	256	482	497	342	108	106	22v	24v	18v
HOT PURSUIT	2	191	198	A	11.1	21	942	1684	749	364	820	209	444	455	453	303	603	138	350	328	372	211	95^	26v	166	133^
1 SAT. 9.00P 120 NBC SM		98	99	B	11.1	21	942	1684	749	364	820	209	444	455	453	303	603	138	350	328	372	211	95	26	166	133
2 SAT. 10.00P 60																										
9.00 - 9.30				A	10.8	20	917	1766	743	403	841	196^	470	493	482	300	602	132^	367	376	397	186^	117^	32v	206^	160^
9.30 - 10.00				A	10.4	19	883	1860	764	388	854	201^	435	455	467	341	658	173^	401	381	411	205^	142^	49v	206^	158^
10.00 - 10.30				A	11.4	21	968	1633	739	342	797	209	441	446	436	286	581	135	333	309	346	209	84^	22v	171	142
10.30 - 11.00				A	11.5	22	976	1584	741	345	799	216	433	442	439	293	591	128^	334	296	363	219	73^	16v	121^	99^
HOTEL	4	207	208	A	16.5	29	1401	1530	747	291	841	275	489	410	392	303	530	193	286	243	236	198	111	62^	48^	36^
WED. 10.00P 60 ABC GD		99	99	B	13.1	24	1112																			
10.00 - 10.30				A	16.9	29	1435	1513	741	299	832	286	499	413	384	286	528	190	284	243	232	199	110	61^	43^	33^
10.30 - 11.00				A	16.2	29	1375	1527	746	279	840	261	475	400	396	318	527	196	287	240	236	192	107	60^	53^	41^
HUNTER	1		190	A	11.8	20	1002	1632	740	166^	815	224^	477	442	475	276	549	92^	309	355	343	194^	130^	72^	138^	96^
2 FRI. 9.00P 60 NBC OP			96	B	11.8	20	1002	1632	740	166	815	224	477	442	475	276	549	92	309	355	343	194	130	72	138	96
9.00 - 9.30				A	11.6	19	985	1603	727	173^	801	205^	460	424	474	283	555	88^	293	343	342	212^	110^	60v	137^	88^
9.30 - 10.00				A	11.9	20	1010	1667	756	160^	832	243^	497	462	479	270	545	95^	324	365	345	180^	150^	84^	140^	103^
HUNTER SPECIAL(S)		197		A	20.4	33	1732	1688	716	302	741	223	472	471	444	199	706	248	461	444	363	211	176	48^	65^	43^
1 TUE. 9.00P 120 NBC OP		99																								
9.00 - 9.30				A	18.8	30	1596	1743	714	312	736	209	462	459	452	204	730	275	488	442	359	220	192	65^	85^	64^
9.30 - 10.00				A	19.6	32	1664	1755	753	316	774	246	502	501	453	203	716	246	472	450	370	219	190	53^	75^	61^
10.00 - 10.30				A	21.5	34	1825	1652	709	291	736	218	467	469	441	201	701	245	459	459	370	199	163	34v	52^	21v
10.30 - 11.00				A	21.5	36	1825	1624	694	290	725	218	463	455	432	195	681	228	426	428	360	210	165	44^	53^	32v
IT'S YOUR MOVE	1		193	A	15.3	24	1299	1661	724	260	779	328	559	501	361	165^	528	216	357	324	251	136^	193	74^	161^	116^
2 WED. 9.30P 30 NBC CS			99	B	15.3	24	1299	1661	724	260	779	328	559	501	361	165	528	216	357	324	251	136	193	74	161	116
JESSIE	2	203	203	A	16.2	27	1375	1503	749	257	842	290	480	423	390	302	455	119	255	252	260	168	146	74^	60^	48^
1 TUE. 9.00P 113 ABC OP		99	99	B	16.2	27	1375	1503	749	257	842	290	480	423	390	302	455	119	255	252	260	168	146	74	60	48
2 TUE. 10.00P 60																										
9.00 - 9.30				A	17.2	28	1460	1486	681	268	774	252	402	371	351	320	438	117^	245	258	251	151^	157^	81^	117^	101^
9.30 - 10.00				A	17.3	28	1469	1477	721	278	811	266	452	422	368	316	420	90^	230	244	256	148^	182	86^	64^	50^
10.00 - 10.30				A	15.7	26	1333	1517	784	246	877	309	511	441	413	295	466	118	256	252	266	179	134	69^	40^	33^
10.30 - 11.00				A	15.5	27	1316	1527	773	252	871	313	512	435	399	295	481	137	276	257	266	183	136	66^	39^	32^
KATE & ALLIE	8	192		A	14.5	23	1231	1628	752	295	842	287	458	444	395	313	549	252	334	311	209	165^	106^	62^	131^	94^
1 MON. 9.00P 30 CBS CS		97		B	17.5	26	1486																			
KNIGHT RIDER	39	198	200	A	16.9	26	1435	2047	715	287	775	317	534	520	354	176	653	235	440	446	342	146	229	91	390	288
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
KNIGHT RIDER-CONT'D																										
1 SUN. 8.00P 60 NBC A		99	99	B	15.2	24	1290																			
2 SUN. 8.00P 120																										
8.00 - 8.30				A	14.0	22	1189	2101	696	289	758	309	519	529	340	168	597	213	395	409	311	141	240	93^	506	373
8.30 - 9.00				A	16.3	25	1384	2086	728	273	778	315	545	540	361	169	603	215	400	417	315	134	247	94	458	344
9.00 - 9.30				A	20.5	31	1740	2002	720	295	786	316	536	500	366	192	733	263	507	500	392	152	211	87^	272	196
9.30 - 10.00				A	20.0	30	1698	1994	719	305	790	331	547	500	357	184	740	274	513	505	392	157	211	94^	253	181
LAROUCHE FOR PRESIDENT(S)			198	A	6.3	11	535	1561	515	56v	591	203^	263^	279^	255^	230^	759	229^	414^	482	427^	211^	48v	LT	163^	121^
2 SUN. 7.00P 30 ABC P			97																							
LONDON&DAVIS IN NEW YORK(S)		198		A	9.7	18	824	1374	612	255^	758	145^	359	376	406	344	562	144^	310	283^	325	212^	LT	LT	54v	54v
1 WED. 10.00P 60 CBS SM		96																								
10.00 - 10.30				A	10.1	18	857	1340	607	254^	743	143^	362	361	408	345	545	135^	301	276^	319	203^	LT	LT	52v	52v
10.30 - 11.00				A	9.2	18	781	1419	626	256^	780	145^	355	395	412	348	581	153^	322	293^	336	220^	LT	LT	58v	58v
LOVE BOAT	2	207	205	A	14.9	28	1265	1492	713	228	784	208	322	297	311	420	496	145	252	218	210	206	107	54^	105	67^
1 SAT. 8.00P 90 ABC CS		99	98	B	14.9	28	1265	1492	713	228	784	208	322	297	311	420	496	145	252	218	210	206	107	54	105	67
2 SAT. 8.00P 120																										
8.00 - 8.30				A	12.6	24	1070	1459	685	221	759	177	276	257	300	442	524	167	269	211	194	219	80^	31^	96^	55^
8.30 - 9.00				A	14.6	27	1240	1419	687	233	762	199	300	274	302	424	444	108	196	198	190	206	97^	44^	116	68^
9.00 - 9.30				A	16.5	30	1401	1507	708	224	780	212	330	306	315	403	487	141	253	217	220	195	140	73^	100	84^
9.30 - 10.00				A	17.0	31	1443	1647	810	240	858	250	411	382	344	407	563	179	319	269	255	214	113^	70^	113^	52^
MAGNUM, P.I.	45	206	205	A	16.8	28	1426	1667	646	284	720	180	352	362	372	303	655	185	388	383	350	227	109	24^	183	121
THU. 8.00P 60 CBS PD		99	99	B	19.0	31	1613																			
8.00 - 8.30				A	15.2	26	1290	1648	617	270	697	181	338	346	347	300	644	179	375	381	341	229	118	30^	189	126
8.30 - 9.00				A	18.4	30	1562	1678	667	293	737	176	361	374	394	306	660	188	398	386	356	223	102	19v	179	117
MASH FINALE(S)		203		A	10.8	18	917	1498	720	306	776	279	474	465	339	272	485	218^	302	273	161^	160^	137^	45v	100^	53v
1 TUE. 8.30P 150 CBS CS		99																								
8.30 - 9.00				A	8.3	14	705	1370	636	285^	745	259^	377	368	301^	343^	385	141^	203^	207^	139^	161^	106^	36v	134^	67v
9.00 - 9.30				A	10.2	16	866	1470	687	265^	731	241^	443	419	331	274^	503	199^	303	286	178^	174^	141^	37v	95^	51v
9.30 - 10.00				A	11.2	18	951	1503	717	298	760	269	487	461	342	257^	445	215^	272	245^	134^	147^	220^	67v	78^	43v
10.00 - 10.30				A	11.7	19	993	1554	755	325	801	298	511	509	346	254	522	246^	337	301	174^	168^	110^	46v	121^	60v
10.30 - 11.00				A	12.5	21	1061	1557	777	349	831	310	518	531	364	260	552	273	374	300	174^	161^	97^	38v	77^	49v
MATT HOUSTON	2	208	208	A	13.5	24	1146	1775	755	308	831	315	563	529	387	216	560	205	363	378	277	140	77^	32^	307	197
FRI. 10.00P 60 ABC PD		99	99	B	13.5	24	1146	1775	755	308	831	315	563	529	387	216	560	205	363	378	277	140	77	32	307	197
10.00 - 10.30				A	13.2	23	1121	1779	742	315	816	298	553	534	392	208	566	210	364	379	274	143	76^	33^	321	202
10.30 - 11.00				A	13.7	25	1163	1778	770	300	848	330	572	526	384	226	562	203	368	378	282	141	77^	33^	291	190
MIAMI VICE	1		186	A	13.8	24	1172	1493	643	321	691	245	475	439	392	157^	581	170^	406	424	324	140^	120^	59^	101^	64^
2 FRI. 10.00P 60 NBC OP			96	B	13.8	24	1172	1493	643	321	691	245	475	439	392	157	581	170	406	424	324	140	120	59	101	64
10.00 - 10.30				A	13.8	23	1172	1538	652	330	700	242	480	446	395	158^	580	174^	411	426	321	135^	134^	74^	124^	78^
10.30 - 11.00				A	13.7	24	1163	1446	637	311	682	247	468	432	391	156^	582	170^	405	423	327	143^	104^	44v	78^	49v
MIKE HAMMER	1		204	A	12.8	23	1087	1583	588	204^	679	144^	363	367	387	267	672	130^	357	395	429	266	43v	16v	189^	151^
2 SAT. 9.00P 60 CBS PD			99	B	12.8	23	1087	1583	588	204	679	144	363	367	387	267	672	130	357	395	429	266	43	16	189	151
9.00 - 9.30				A	12.7	23	1078	1621	621	201^	682	128^	358	381	405	279	674	131^	365	405	441	259	35v	17v	230^	175^
9.30 - 10.00				A	12.9	23	1095	1536	553	204^	671	157^	364	352	365	256	667	126^	346	384	418	274	53v	16v	145^	129^
MIKE HAMMER	3	202		A	13.3	25	1129	1506	641	167^	735	174^	360	337	401	335	587	187^	313	323	284	226	112^	34v	72^	LT
1 THU. 10.00P 60 CBS PD		99		B	13.7	25	1163																			
10.00 - 10.30				A	13.2	24	1121	1508	638	198^	737	190^	371	334	395	326	603	196^	329	315	285	229	120^	40v	48v	LT
10.30 - 11.00				A	13.4	26	1138	1494	638	134^	724	155^	345	337	407	339	567	174^	291	330	281	222	109^	29v	94^	LT

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																									
MISTRAL'S DAUGHTER, PT.1(S)		206	A	18.2	29	1545	1482	814	324	928	231	437	421	421	434	433	94^	196	228	241	182	71^	58^	50^	26v
2 MON. 8.00P 180 CBS GD		99																							
8.00 - 8.30			A	17.0	28	1443	1505	818	332	937	210	417	393	425	462	438	85^	196	217	243	201	49^	49^	81^	52^
8.30 - 9.00			A	17.9	28	1520	1499	814	331	935	226	400	370	405	478	455	114^	224	243	245	189	47^	47^	62^	31v
9.00 - 9.30			A	18.9	28	1605	1467	776	310	886	233	419	405	392	418	420	76^	182	229	253	173	84^	64^	77^	32v
9.30 - 10.00			A	18.8	28	1596	1466	790	318	900	237	437	423	408	410	422	76^	191	226	251	171	90^	68^	54^	19v
10.00 - 10.30			A	18.4	29	1562	1499	840	342	957	248	476	468	435	418	436	108^	195	230	228	184	93^	60^	13v	13v
10.30 - 11.00			A	18.1	31	1537	1462	858	314	965	230	471	469	474	425	424	106^	183	225	219	174	60^	60^	13v	13v
MISTRAL'S DAUGHTER, PT.2(S)		206	A	18.7	30	1588	1395	736	272	846	190	370	381	393	409	453	100^	219	222	242	196	64^	38v	32v	25v
2 TUE. 9.00P 120 CBS GD		99																							
9.00 - 9.30			A	17.5	27	1486	1438	783	250	876	196	378	369	405	429	422	89^	188	191	221	197	84^	45^	56^	47^
9.30 - 10.00			A	18.8	29	1596	1394	739	266	856	197	365	380	394	420	444	99^	212	212	226	201	67^	45^	27v	27v
10.00 - 10.30			A	19.7	33	1673	1382	717	287	834	196	378	390	384	395	464	107^	225	231	247	197	55^	34v	29v	16v
10.30 - 11.00			A	19.0	35	1613	1357	698	280	809	167	351	378	389	392	478	110^	249	250	263	187	53^	29v	17v	10v
MISTRAL'S DAUGHTER, PT.3(S)		206	A	16.3	26	1384	1493	774	353	931	229	433	387	451	442	439	81^	212	218	248	183	44v	27v	79^	34v
2 WED. 8.00P 180 CBS GD		99																							
8.00 - 8.30			A	14.7	25	1248	1462	764	324	896	171^	405	399	458	435	407	74^	192^	190^	236	170^	47v	31v	112^	59^
8.30 - 9.00			A	15.2	24	1290	1505	781	330	923	194	438	417	482	435	402	68^	194	199	245	167^	48v	32v	132^	60^
9.00 - 9.30			A	15.3	24	1299	1515	752	340	905	214	403	357	450	446	486	98^	250	254	267	194	44v	32v	80^	36v
9.30 - 10.00			A	16.3	25	1384	1493	792	344	936	243	419	370	439	457	465	93^	235	239	252	191	39v	29v	53^	19v
10.00 - 10.30			A	18.4	30	1562	1487	765	385	956	279	471	388	432	433	427	76^	200	211	239	183	45^	23v	59^	19v
10.30 - 11.00			A	18.1	31	1537	1471	772	376	941	248	445	386	441	444	436	73^	201	214	243	189	47^	23v	47^	19v
MONDALE PAID POLITICAL(S)		208	A	14.0	26	1189	1526	698	324	798	313	505	476	366	210	654	246	461	464	366	136^	46v	11v	28v	28v
2 THU. 10.55P 5 NBC P		99																							
MONDALE PAID POLITICAL-SU(S)		199	A	9.7	18	824	1914	712	260^	823	299^	609	511	461	155^	810	289^	589	528	446	177^	215^	102^	66v	38v
2 SUN. 10.55P 5 NBC P		99																							
MONDALE/FERRARO COMMITTEE(S)		206	A	11.3	21	959	1449	772	266	856	258^	494	459	430	307	496	119^	278	307	240^	189^	82^	34v	15v	LT
2 THU. 10.55P 5 ABC P		99																							
MONDALE/FERRARO POLITICAL(S)		204	A	14.2	26	1206	1591	762	187^	807	258	423	363	367	336	652	199^	371	295	350	253	70^	7v	62^	50v
2 THU. 10.54P 5 CBS P		99																							
MOVIE OF THE WEEK-FRIDAY	16	181	A	6.6	12	560	1518	524	241^	621	166^	319^	336^	316^	244^	782	369^	550	424^	316^	170^	96v	41v	19v	LT
1 FRI. 9.00P 120 NBC FF		97	B	10.1	19	857																			
9.00 - 9.30			A	6.5	12	552	1437	500	212^	634	127^	296^	323^	346^	286^	697	295^	469	397^	323^	188^	69v	29v	37v	LT
9.30 - 10.00			A	6.2	11	526	1690	643	319^	770	223^	427^	458^	392^	285^	806	423^	598	461^	290^	147^	72v	38v	42v	LT
10.00 - 10.30			A	6.8	12	577	1411	464	236^	530	155^	269^	290^	262^	196^	783	355^	552	415^	340^	163^	98v	43v	LT	LT
10.30 - 11.00			A	6.9	13	586	1526	489	200^	554	160^	288^	278^	263^	214^	831	401^	574	421^	308^	177^	141^	54v	LT	LT
MURDER, SHE WROTE	1	205	A	18.9	29	1605	1679	739	295	863	242	468	433	404	351	584	139^	292	331	339	222	137^	51^	95^	68^
2 SUN. 8.20P 120 CBS SM		99	B	18.9	29	1605	1679	739	295	863	242	468	433	404	351	584	139	292	331	339	222	137	51	95	68
8.00 - 8.30			A	18.4	28	1562	1689	726	318	856	253	441	401	365	371	562	125^	272	306	326	224	148^	53^	123^	79^
8.30 - 9.00			A	17.9	27	1520	1688	726	315	864	245	444	407	390	374	566	122^	275	319	342	216	149^	56^	109^	75^
9.00 - 9.30			A	18.8	28	1596	1720	750	291	882	248	480	442	412	359	587	129^	289	332	349	226	147^	59^	104^	77^
9.30 - 10.00			A	19.1	28	1622	1670	754	290	878	250	504	466	426	334	571	140^	280	316	326	227	128^	44^	93^	73^
10.00 - 10.30			A	20.6	32	1749	1609	729	272	820	212	445	418	404	328	624	183	336	371	338	208	106^	38^	59^	38^
NBC ALL-STAR HOUR(S)		192	A	16.5	26	1401	1551	745	295	813	189	386	368	343	385	416	75^	222	236	197	172^	163^	86^	159^	127^
1 MON. 9.00P 60 NBC GV		99																							
CONT'D																									

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	35-64	55+	MEN TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
EVENING CONT'D																										
NBC ALL-STAR HOUR(-CONT'D																										
9.00 - 9.30				A	17.2	27	1460	1540	718	297	777	183	360	342	331	381	392	68^	199	219	179	173	164^	87^	207	163^
9.30 - 10.00				A	15.7	25	1333	1563	777	293	853	194	414	397	358	390	444	82^	247	255	217	173^	160^	85^	106^	89^
NBC MONDAY NIGHT MOVIES	1		193	A	17.5	27	1486	1710	888	214	970	363	623	509	420	286	546	192	336	326	267	173	92^	31v	102^	73^
2 MON. 9.00P 120 NBC FF			99	B	17.5	27	1486	1710	888	214	970	363	623	509	420	286	546	192	336	326	267	173	92	31	102	73
9.00 - 9.30				A	16.7	25	1418	1803	910	200	978	359	631	521	427	282	537	183	308	296	255	191	130^	38v	158^	115^
9.30 - 10.00				A	17.2	26	1460	1842	953	251	1026	380	660	547	451	298	594	214	367	357	288	192	105^	37v	117^	97^
10.00 - 10.30				A	17.5	28	1486	1632	881	217	961	352	603	496	428	294	550	187	340	343	285	166^	59^	32v	62^	42v
10.30 - 11.00				A	18.4	31	1562	1594	826	191	928	357	601	487	386	275	515	190	333	319	243	147^	80^	23v	71^	39v
NBC NEWS DIGEST-M-F	236	172	179	A	14.5	23	1231	1762	678	242	751	258	432	386	336	271	569	210	347	317	252	190	206	97	236	174
1 MTUTHF 8.58P 1 NBC N		85	92	B	12.3	20	1044																			
1 WED. 9.02P 1																										
2 MWTHF 8.58P 1																										
2 TUE. 9.04P 1																										
NBC NEWS DIGEST-2-M-F	113	182	181	A	13.9	22	1180	1672	769	256	831	314	545	483	406	228	565	191	358	353	291	180	166	66	110	83
1 TUE. 9.48P 1 NBC N		90	95	B	12.1	19	1027																			
1 THU. 9.58P 1																										
2 MON. 9.51P 1																										
2 W & F 9.58P 1																										
NBC NEWS DIGEST-SAT	48	175	179	A	10.0	18	849	1823	677	356	753	237	453	419	352	264	472	122^	273	277	286	155	172	62^	426	339
SAT. 8.58P 1 NBC N		85	92	B	10.4	19	883																			
NBC NEWS DIGEST-2-SAT.	23	177		A	9.3	17	790	1978	773	379	852	212^	409	439	439	362	679	174^	388	396	424	214^	163^	58v	284^	229^
1 SAT. 9.47P 2 NBC N		91		B	9.0	16	764																			
NBC NEWS DIGEST-SUN	48	179	192	A	15.4	23	1307	2034	682	257	738	307	502	503	334	166	616	221	405	419	320	144	237	94^	443	335
SUN. 8.58P 1 NBC N		89	96	B	12.9	20	1095																			
NBC NEWS DIGEST-2-SUN.	23		184	A	12.8	19	1087	1979	682	303	754	309	525	471	352	189^	756	267	509	503	408	174^	216^	95^	253	184^
2 SUN. 9.58P 1 NBC N			93	B	13.3	20	1129																			
NBC NIGHTLY NEWS-SAT.	41	162	165	A	8.0	18	679	1401	667	177^	750	65^	195	238	340	478	509	111^	195	213	215	283	LT	LT	142^	67^
SAT. 6.30P 30 NBC N		89	92	B	7.9	16	671																			
NBC NIGHTLY NEWS-SUN	31		135	A	6.5	12	552	1687	679	248^	834	250^	365^	321^	307^	420^	627	141^	352^	352^	348^	275^	147^	147^	79v	35v
2 SUN. 6.30P 30 NBC N			75	B	6.7	13	569																			
NBC NIGHTLY NEWS	239	203	203	A	8.5	18	722	1428	681	233	724	116	296	292	385	376	524	126	208	190	224	288	62^	32^	118	89
M-F 6.30P 30 NBC N		99	99	B	10.2	19	866																			
NBC NIGHTLY NEWS-SU(B)		110		A	5.4	11	458	1734	729	218^	729	136v	359^	298^	345^	340^	681	256^	374^	235^	198^	288^	LT	LT	324^	242^
1 SUN. 6.30P 30 NBC N		67																								
NBC SUNDAY NIGHT MOVIE	37	191		A	18.5	29	1571	1805	610	263	632	200	417	409	327	172	845	332	594	548	442	219	150^	60^	178	110^
1 SUN. 9.00P 120 NBC FF		98		B	15.6	25	1324																			
9.00 - 9.30				A	17.1	26	1452	1864	606	287	629	215	427	423	320	161^	841	362	606	577	399	196	167^	69^	227	162^
9.30 - 10.00				A	18.6	28	1579	1828	586	260	609	206	413	402	302	152^	852	353	608	558	420	216	154^	61^	213	135^
10.00 - 10.30				A	19.5	31	1656	1806	636	269	658	193	426	420	353	187	836	309	591	540	469	218	157	69^	155	86^
10.30 - 11.00				A	18.9	32	1605	1714	603	240	624	189	396	388	324	188	841	306	570	521	473	236	126^	43^	123^	61^
NEWHART	35	195		A	15.0	24	1274	1672	720	297	851	292	468	443	388	325	590	253	381	315	257	168^	104^	76^	127^	93^
1 MON. 9.30P 30 CBS CS		98		B	16.7	25	1418																			

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
NEWSBREAK-M-F							5		187	A	17.1	27	1452	1577	823	309	914	262	451	418	413	402	501	123	255	251	266	208	82^	48^	80^	50^
	2	M & F	9.58P	1	CBS	N			90	B	17.1	27	1452	1577	823	309	914	262	451	418	413	402	501	123	255	251	266	208	82	48	80	50
	2	TUE.	9.56P	1																												
	2	WED.	9.49P	1																												
	2	THU.	10.03P	1																												
NEWSBREAK-M-F							231	184		A	10.8	18	917	1619	631	251	714	220	390	377	334	279	538	186	329	308	245	180	133	33v	234	165
	1	MWTHF	8.58P	1	CBS	N		90		B	13.6	22	1155																			
	1	TUE.	9.07P	1																												
NEWSBREAK-SAT.							46	194		A	13.5	25	1146	1753	682	290	706	207^	433	419	342	235	684	200^	426	370	389	231	162^	48v	201^	201^
	1	SAT.	9.51P	2	CBS	N		95		B	9.2	17	781																			
NEWSBREAK-SUN.							47	187		A	13.4	23	1138	1398	799	299	920	226	428	501	490	419	398	46v	215^	235	267	163^	80^	LT	LT	LT
	1	SUN.	10.48P	1	CBS	N		91		B	14.6	23	1240																			
NEWSBREAK-SAT.							1		200	A	12.1	22	1027	1527	560	204^	675	137^	353	350	373	267	655	115^	330	376	406	279	49v	19v	148^	129^
	2	SAT.	9.58P	1	CBS	N			97	B	12.1	22	1027	1527	560	204	675	137	353	350	373	267	655	115	330	376	406	279	49	19	148	129
NEWSBREAK-SUN.							1		196	A	17.3	28	1469	1566	727	231	813	205	434	404	384	331	617	207	354	374	316	186	97^	32v	39v	18v
	2	SUN.	10.18P	1	CBS	N			97	B	17.3	28	1469	1566	727	231	813	205	434	404	384	331	617	207	354	374	316	186	97	32	39	18
NFL MONDAY NIGHT FOOTBALL							2	211	210	A	15.1	27	1282	1470	423	169	457	135	285	240	257	150	899	369	602	501	432	254	73^	17v	41^	20v
	1	MON.	9.00P	201	ABC	SE		99	95	B	15.1	27	1282	1470	423	169	457	135	285	240	257	150	899	369	602	501	432	254	73	17	41	20
	2	MON.	9.00P	196																												
9.00 - 9.30										A	15.3	24	1299	1570	496	197	527	152	315	258	286	196	868	318	554	503	431	273	105	26^	70^	37^
9.30 - 10.00										A	16.4	25	1392	1499	443	170	468	135	274	237	255	176	890	344	581	496	432	271	86^	20v	55^	22v
10.00 - 10.30										A	16.7	27	1418	1484	440	177	472	135	289	242	274	159	907	393	612	506	419	251	64^	11v	41^	17v
10.30 - 11.00										A	15.5	26	1316	1490	428	181	475	146	290	233	267	156	923	409	622	496	421	249	63^	11v	29^	11v
11.00 - 11.30										A	14.1	27	1197	1447	406	171	448	147	293	241	240	131	911	401	628	505	428	230	65^	11v	23v	8v
11.30 - 12.00										A	14.3	33	1214	1353	343	145	365	106	242	226	216	94^	901	363	609	510	456	249	52^	14v	35^	25v
12.00 - 12.30										A	12.7	34	1078	1379	385	136	425	110^	288	256	268	108^	880	352	608	497	433	236	61^	28v	13v	13v
NIGHT COURT							1		198	A	19.2	30	1630	1627	667	211	742	288	441	410	320	246	603	261	434	403	279	122^	201	113^	81^	48^
	2	THU.	9.30P	30	NBC	CS			99	B	19.2	30	1630	1627	667	211	742	288	441	410	320	246	603	261	434	403	279	122	201	113	81	48
PAPER DOLLS							1		207	A	13.6	21	1155	1635	858	342	975	419	627	498	433	249	468	152^	252	255	210^	175^	132^	121^	60^	32v
	2	TUE.	9.00P	60	ABC	GD			99	B	13.6	21	1155	1635	858	342	975	419	627	498	433	249	468	152	252	255	210	175	132	121	60	32
9.00 - 9.30										A	13.6	21	1155	1592	840	354	962	397	599	482	431	263	458	153^	247	250	202^	170^	118^	118^	54v	36v
9.30 - 10.00										A	13.5	21	1146	1682	880	331	992	444	659	520	436	233	476	151^	256	259	217	180^	149^	125^	65^	28v
PARTNERS IN CRIME							2	199	198	A	13.3	25	1129	1740	727	406	774	235	494	469	395	242	531	124	341	323	334	166	140	65^	295	240
	1	SAT.	8.00P	60	NBC	PD		98	99	B	13.3	25	1129	1740	727	406	774	235	494	469	395	242	531	124	341	323	334	166	140	65	295	240
	2	SAT.	9.00P	60																												
8.00 - 8.30										A	13.1	25	1112	1736	691	396	767	207^	476	450	414	251	554	112^	341	305	354	186^	141^	70^	274	236
8.30 - 9.00										A	13.7	25	1163	1782	708	420	790	225	498	478	405	251	570	123^	367	342	370	175^	125^	41v	297	245
9.00 - 9.30										A	13.6	25	1155	1658	748	388	759	257	498	476	372	222	469	116^	307	300	289	146^	145^	70^	285	233
9.30 - 10.00										A	12.7	23	1078	1758	764	420	776	248	507	476	389	236	519	139^	350	338	318	153^	142^	74^	321	244
PEOPLE DO-CRAZIEST THINGS							2	200	201	A	9.2	16	781	1704	678	223	822	283	430	380	385	321	574	172	298	318	274	215	87^	48^	221	185
		THU.	8.00P	30	ABC	CS		99	99	B	9.2	16	781	1704	678	223	822	283	430	380	385	321	574	172	298	318	274	215	87	48	221	185
PUNKY BREWSTER							2	182	188	A	12.8	22	1087	1959	715	311	784	288	492	488	345	243	562	237	380	367	247	139	214	98^	399	289
		SUN.	7.30P	30	NBC	CS		95	96	B	12.8	22	1087	1959	715	311	784	288	492	488	345	243	562	237	380	367	247	139	214	98	399	289

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
REMINGTON STEELE	1		199	A	14.8	26	1257	1496	602	258	636	264	493	442	311	104^	678	318	515	420	287	141^	136^	18v	46v	19v
2 TUE. 10.00P 60 NBC PD			99	B	14.8	26	1257	1496	602	258	636	264	493	442	311	104	678	318	515	420	287	141	136	18	46	19
10.00 - 10.30				A	15.5	26	1316	1459	590	241	621	254	483	432	304	101^	652	299	487	399	277	143^	141^	19v	45v	14v
10.30 - 11.00				A	14.1	26	1197	1527	614	272	651	274	503	447	319	109^	702	336	540	440	297	139^	127^	14v	47v	22v
RIPLEY'S BELIEVE IT-NT SP(S)			194	A	8.6	14	730	1718	484	104^	569	208^	248^	238^	191^	258^	814	316^	502	479	383	225^	38v	LT	297^	223^
2 SUN. 7.30P 30 ABC U			96																							
RIPLEY'S BELIEVE IT-NOT	1	192		A	9.8	18	832	1919	635	260^	673	228^	395	397	353	238^	735	278^	458	380	366	263^	176^	39v	335	236^
1 SUN. 7.00P 60 ABC U		95		B	9.8	18	832	1919	635	260	673	228	395	397	353	238	735	278	458	380	366	263	176	39	335	236
7.00 - 7.30				A	8.4	16	713	1913	644	251^	679	206^	365	381	373	272^	752	251^	450	383	413	291^	167^	41v	315^	241^
7.30 - 8.00				A	11.1	20	942	1930	637	270	676	247^	419	415	338	215^	726	302	464	380	332	245^	179^	37v	349	231^
ST. ELSEWHERE	2	202	200	A	14.2	25	1206	1518	764	287	786	329	530	536	365	200	557	274	425	371	237	123	109	37^	66^	50^
WED. 10.00P 60 NBC GD		99	99	B	14.2	25	1206	1518	764	287	786	329	530	536	365	200	557	274	425	371	237	123	109	37	66	50
10.00 - 10.30				A	14.4	25	1223	1509	747	287	771	314	508	516	363	205	555	265	413	368	246	128	114	37^	69^	51^
10.30 - 11.00				A	13.9	25	1180	1532	791	288	811	351	558	561	365	198	559	281	436	376	232	118	100^	34^	62^	47^
SCARECROW & MRS. KING	41	194		A	11.3	19	959	1824	685	300	819	252^	463	427	418	310	507	210^	317	275	173^	164^	150^	66^	348	271
1 MON. 8.00P 60 CBS GD		97		B	16.0	25	1358																			
8.00 - 8.30				A	10.3	18	874	1889	691	307	810	230^	440	417	427	329	538	219^	332	285	183^	181^	169^	67v	372	300
8.30 - 9.00				A	12.3	20	1044	1756	677	292	822	267	477	432	407	295	474	198^	300	262	165^	147^	132^	64^	328	245
SCENE OF THE CRIME(S)			197	A	12.5	21	1061	1879	740	294	821	355	643	556	404	137^	740	265	573	533	410	139^	228^	102^	90^	62^
2 SUN. 10.00P 55 NBC SM			99																							
10.00 - 10.30				A	12.7	21	1078	1856	749	302	828	377	651	557	378	145^	717	262	542	524	388	141^	206^	97^	105^	76^
10.30 - 11.00				A	12.2	22	1036	1917	738	284	822	330	638	556	441	134^	780	272	616	552	441	140^	248	106^	67^	42v
SILVER SPOONS	2	183	185	A	10.6	19	900	1786	662	263	711	236	432	427	323	229	510	209	334	338	222	134^	182	115^	383	266
SUN. 7.00P 30 NBC CS		95	94	B	10.6	19	900	1786	662	263	711	236	432	427	323	229	510	209	334	338	222	134	182	115	383	266
SIMON & SIMON	40	207	204	A	17.7	29	1503	1675	746	242	806	238	434	398	395	319	661	191	385	354	346	239	111	19v	97	63^
1 THU. 9.00P 60 CBS PD		99	99	B	20.8	33	1766																			
2 THU. 9.00P 114																										
9.00 - 9.30				A	17.4	28	1477	1676	725	263	784	208	409	393	402	316	672	188	387	367	349	248	123	24^	97	60^
9.30 - 10.00				A	18.0	29	1528	1713	741	277	812	237	444	421	411	310	678	195	399	375	353	243	122	24^	101	65^
10.00 - 10.30				A	18.1	29	1537	1666	786	181	829	281	448	373	364	333	636	193	376	315	342	228	98^	9v	103^	74^
10.30 - 11.00				A	17.1	30	1452	1600	774	176	814	267	443	382	368	331	630	182	368	307	343	233	76^	7v	80^	60^
60 MINUTES	2	206	208	A	20.8	35	1766	1586	747	323	817	183	376	368	388	393	602	134	300	314	304	264	76	35^	91	45^
1 SUN. 7.34P 60 CBS DN		99	99	B	20.8	35	1766	1586	747	323	817	183	376	368	388	393	602	134	300	314	304	264	76	35	91	45
2 SUN. 7.20P 60																										
7.00 - 7.30				A	19.2	33	1630	1608	652	286	740	187	347	304	308	360	719	182	361	360	334	317	69^	47^	80^	36v
7.30 - 8.00				A	19.6	33	1664	1593	736	328	798	174	368	356	379	384	631	136	314	333	317	278	67^	29^	97	50^
8.00 - 8.30				A	22.4	36	1902	1574	769	328	842	188	387	387	409	406	560	122	278	296	292	242	86	38^	86	44^
SPECIAL MOVIE PRSNT.-FRI(S)		205		A	16.5	30	1401	1612	702	286	761	167^	348	353	405	374	535	128^	249	242	288	259	121^	33v	195	141^
1 FRI. 9.00P 120 CBS FF		99																								
9.00 - 9.30				A	16.1	28	1367	1699	734	306	807	211	384	366	396	385	541	126^	269	263	308	252	136^	36v	215	154^
9.30 - 10.00				A	16.7	29	1418	1689	742	305	796	184	360	363	419	394	563	127^	269	266	314	270	133^	34v	197	140^
10.00 - 10.30				A	16.7	30	1418	1528	669	269	720	145^	324	346	391	356	499	117^	214	205	262	258	106^	28v	203	149^
10.30 - 11.00				A	16.7	31	1418	1507	656	265	707	131^	318	335	398	354	528	137^	238	228	270	253	107^	32v	165^	122^
SPORTSBREAK-SAT	2	198	200	A	11.5	21	976	2113	698	310	810	281	510	454	400	267	835	364	596	514	380	220	80^	34^	388	291
SAT. 8.58P 1 CBS SN		96	95	B	11.5	21	976	2113	698	310	810	281	510	454	400	267	835	364	596	514	380	220	80	34	388	291

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
SPORTSBREAK-SUN	2	198	205	A	19.0	29	1613	1666	795	306	908	255	473	442	411	388	557	135	299	315	319	212	145	69^	56^	39^
1 SUN. 9.02P 1 CBS SN		96	99	B	19.0	29	1613	1666	795	306	908	255	473	442	411	388	557	135	299	315	319	212	145	69	56	39
2 SUN. 9.13P 1																										
TV BLOOPERS & PRAC. JOKES	2	207	206	A	15.6	25	1324	1808	687	313	785	326	499	384	316	260	532	221	322	260	217	183	159	69^	332	222
MON. 8.00P 60 NBC CV		98	99	B	15.6	25	1324	1808	687	313	785	326	499	384	316	260	532	221	322	260	217	183	159	69	332	222
8.00 - 8.30				A	15.1	25	1282	1835	702	328	803	335	508	387	320	271	553	239	338	263	218	189	144	56^	335	212
8.30 - 9.00				A	16.1	25	1367	1775	671	297	767	314	490	376	313	252	506	203	304	259	213	172	174	82^	328	230
THREE'S COMPANY	9	209		A	17.9	30	1520	1825	703	322	852	345	533	443	366	256	502	221	332	321	208	117^	196	103^	275	156^
1 TUE. 8.00P 60 ABC CS		99		B	11.9	22	1010																			
8.00 - 8.30				A	16.3	28	1384	1846	710	330	853	346	536	450	378	249	504	225	336	322	201	114^	196	98^	293	160^
8.30 - 9.00				A	19.6	32	1664	1792	690	312	842	341	525	435	355	256	496	215	326	317	212	120^	196	106^	258	150
THREE'S A CROWD	1		203	A	15.3	24	1299	1724	759	348	862	309	492	384	376	298	481	169^	262	219	221	190^	154^	114^	227	129^
2 TUE. 8.30P 30 ABC CS			99	B	15.3	24	1299	1724	759	348	862	309	492	384	376	298	481	169	262	219	221	190	154	114	227	129
TRAPPER JOHN, M.D.	1		205	A	14.4	26	1223	1384	734	267	808	206	400	364	357	365	502	172^	289	263	240	174^	63^	16v	11v	LT
2 SUN. 10.20P 60 CBS GD			99	B	14.4	26	1223	1384	734	267	808	206	400	364	357	365	502	172	289	263	240	174	63	16	11	LT
10.00 - 10.30				A	14.7	24	1248	1468	736	256	797	202	395	361	350	363	570	210	338	335	263	172^	87^	33v	14v	LT
10.30 - 11.00				A	14.1	25	1197	1368	723	271	800	194^	390	353	349	372	485	160^	264	246	232	179^	68^	20v	15v	LT
11.00 - 11.30				A	14.6	28	1240	1377	759	268	838	228	420	384	377	364	499	170^	303	255	244	173^	40v	LT	LT	LT
20/20	2	207	207	A	15.5	27	1316	1477	766	300	852	238	464	467	448	314	540	156	313	337	250	190	54^	21v	31^	20v
1 THU. 10.00P 60 ABC DN		99	99	B	15.5	27	1316	1477	766	300	852	238	464	467	448	314	540	156	313	337	250	190	54	21	31	20
2 THU. 10.00P 55																										
10.00 - 10.30				A	15.6	27	1324	1546	798	319	886	262	495	495	460	309	561	172	329	362	262	187	56^	25^	43^	27^
10.30 - 11.00				A	15.5	29	1316	1390	725	278	809	208	425	432	431	319	512	139	291	306	234	191	51^	16v	18v	12v
WEBSTER	2	207	208	A	16.6	29	1409	1933	782	329	860	302	537	489	361	290	478	165	284	282	208	155	186	99	409	291
FRI. 8.30P 30 ABC CS		99	99	B	16.6	29	1409	1933	782	329	860	302	537	489	361	290	478	165	284	282	208	155	186	99	409	291
WHO'S THE BOSS?	2	201	202	A	12.0	20	1019	1770	728	303	828	324	506	465	359	266	556	165	313	329	279	195	153	77^	233	178
THU. 8.30P 30 ABC CS		99	99	B	12.0	20	1019	1770	728	303	828	324	506	465	359	266	556	165	313	329	279	195	153	77	233	178
•LATE FRINGE																										
ABC NEWS:NIGHTLINE-MON	2	195	196	A	3.5	19	297	1030	270^	182^	401^	175^	232^	101v	101v	169^	602	248^	333^	313^	243^	246^	27v	17v	LT	LT
1 MON. 12.50A 30 ABC N		96	97	B	3.5	19	297	1030	270	182	401	175	232	101	101	169	602	248	333	313	243	246	27	17	LT	LT
2 MON. 12.45A 30																										
ABC NEWS:NIGHTLINE	97	192	197	A	5.6	16	475	1227	601	174	632	129^	300	341	336	253	513	145	271	262	249	204	37^	10v	45^	13v
1 TU&TH 11.30P 30 ABC N		96	97	B	6.0	17	509																			
1 W & F 11.30P 31																										
2 TU-F 11.30P 30																										
ABC ROCKS	8	140	133	A	2.1	7	178	1079	466^	287^	618^	203^	439^	236^	241^	179v	319^	95v	291^	291^	196^	28v	113v	101v	29v	29v
1 FRI. 12.01A 31 ABC PC		74	73	B	2.2	7	187																			
2 FRI. 12.00M 32																										
ABC WEEKEND REPORT-SAT.	45	165	169	A	3.9	10	331	1275	570	171^	622	209^	338^	375^	323^	181^	550	127^	375^	353^	293^	167^	103^	45v	LT	LT
SAT. 11.30P 15 ABC N		88	88	B	4.7	10	399																			
ABC WEEKEND REPORT-SUN.	46	167	166	A	2.8	11	238	1013	470^	214^	546	125v	252^	256^	261^	231^	437^	80v	235^	252^	231^	173^	30v	30v	LT	LT
1 SUN. 11.30P 15 ABC N		90	90	B	4.1	11	348																			
2 SUN. 12.11A 15																										

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																													
CAMPAIGN '84				2	182	182	A	4.2	13	357	1154	697	227^	739	148^	370	446	426	243^	415	59v	157^	173^	227^	213^	LT	LT	LT	LT
TUE.	11.30P	30	CBS	P	92	91	B	4.2	13	357	1154	697	227	739	148	370	446	426	243	415	59	157	173	227	213	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-1				214	61	63	A	1.2	14	102	980	490^	245^	490^	49v	402^	402^	412^	68v	490^	245^	334^	363^	206^	107v	LT	LT	LT	LT
MWTHSU	2.00A	30	CBS	N	60	60	B	1.4	15	119																			
CBS NEWS NIGHTWATCH-2				235	100	95	A	1.1	21	93	849	355^	97v	366^	96v	280^	279^	216^	76v	483^	290^	343^	333^	150v	118v	LT	LT	LT	LT
M-THSU	2.30A	210	CBS	N	87	86	B	1.2	23	102																			
2.30 - 3.00							A	1.5	21	127	929	511	158^	520	118v	409^	418^	339^	87v	409^	220^	244^	283^	142^	110v	LT	LT	LT	LT
3.00 - 3.30							A	1.3	21	110	982	482^	163^	482^	118v	382^	382^	273^	100v	500^	255^	328^	318^	145^	146^	LT	LT	LT	LT
3.30 - 4.00							A	1.2	23	102	912	352^	LT	363^	79v	275^	275^	205^	88v	549^	323^	383^	343^	157^	147v	LT	LT	LT	LT
4.00 - 4.30							A	1.0	21	85	906	306^	LT	306^	106v	259^	259^	164v	LT	600^	388^	471^	424^	189^	117v	LT	LT	LT	LT
4.30 - 5.00							A	.9	21	76	921	303^	LT	303^	118v	250^	250^	145v	LT	618^	408^	487^	448^	210^	118v	LT	LT	LT	LT
5.00 - 5.30							A	.9	21	76	539^	105v	93v	119v	LT	66v	66v	92v	LT	420^	341^	355^	355^	79v	65v	LT	LT	LT	LT
5.30 - 6.00							A	1.0	22	85	412^	189^	59v	189^	59v	118v	59v	82v	71v	223^	153v	153v	153v	70v	70v	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD				47	132	151	A	4.3	13	365	1277	756	202^	811	140^	335^	373	365	364	420	110^	223^	258^	189^	162^	46v	27v	LT	LT
1 SUN.	12.40A	15	CBS	N	72	83	B	5.8	12	492																			
2 SUN.	11.20P	15																											
DAVID LETTERMAN I				190	188	189	A	3.2	16	272	1129	445	129^	474	231	301	223^	170^	122^	570	294	390	235	217^	147^	85^	30v	LT	LT
M-TH	12.30A	30	NBC	GV	99	99	B	3.0	15	255																			
DAVID LETTERMAN II				190	188	189	A	2.5	17	212	1137	490	146^	500	282^	335	236^	171^	80^	585	358	419	198^	180^	137^	52v	LT	LT	LT
M-TH	1.00A	30	NBC	GV	99	99	B	2.3	15	195																			
EYE ON HOLLYWOOD				87	111	111	A	1.7	7	144	840	375^	173^	486	195^	299^	223^	145^	187^	354^	236^	312^	222^	118^	LT	LT	LT	LT	LT
1 TU&TH	12.00M	31	ABC	GV	65	65	B	2.0	7	170																			
1 WED.	12.01A	29																											
2 TU & W	12.00M	30																											
2 THU.	12.00M	32																											
FRIDAY NIGHT VIDEOS				47	195	197	A	3.2	16	272	857	387^	144^	438^	239^	324^	192^	125^	114v	240^	89v	180^	132^	121^	60v	132^	30v	47v	47v
FRI.	12.30A	90	NBC	PC	99	99	B	3.6	17	306																			
12.30 - 1.00							A	4.2	17	357	829	429	213^	504	296^	395	269^	144^	109^	179^	LT	129^	129^	137^	50v	84v	20v	62v	62v
1.00 - 1.30							A	3.1	15	263	901	358^	107v	415^	186^	278^	156^	141^	137^	353^	171^	289^	190^	152^	64v	95v	38v	38v	38v
1.30 - 2.00							A	2.3	14	195	851	333^	62v	333^	190^	241^	92v	72v	92v	195^	123v	123v	56v	46v	72v	277^	46v	46v	46v
G MICHAELS SPORTS MACHINE				2	72	74	A	1.6	5	136	596^	295^	192v	324^	147v	265^	294^	177v	LT	258^	111v	170v	199v	147v	59v	LT	LT	LT	LT
SUN.	12.00M	30	NBC	SC	48	48	B	1.6	5	136	596	295	192	324	147	265	294	177	LT	258	111	170	199	147	59	LT	LT	LT	LT
LATE MOVIE I				10	178	179	A	4.9	17	416	1139	526	152	600	132^	340	325	360	214	476	160	295	282	241	149	42^	LT	21v	LT
1 MON.	11.30P	67	CBS	FF	91	92	B	4.9	17	416	1139	526	152	600	132	340	325	360	214	476	160	295	282	241	149	42	LT	21	LT
TUE.	12.00M	67																											
1 WED.	11.30P	68																											
1 THU.	11.30P	63																											
1 FRI.	11.30P	70																											
2 MON.	11.30P	66																											
2 W & F	11.30P	67																											
2 THU.	11.30P	65																											
11.30 - 12.00							A	5.5	16	467	1156	543	167	621	148	341	328	351	235	454	154	285	257	223	141	53^	LT	28v	15v
12.00 - 12.30							A	4.7	17	399	1120	506	143^	581	130^	340	316	348	200	476	163	298	285	235	148^	43^	LT	20v	LT
12.30 - 1.00							A	4.3	21	365	1225	567	178	644	118^	373	365	433	211	557	190	338	348	306	176	LT	LT	22v	LT
1.00 - 1.30							A	4.0	25	340	976	453	20v	559	53v	367^	364^	385	142^	417	140^	282^	314^	265^	62v	LT	LT	LT	LT

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY / START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																													
LATE MOVIE II				10	178	179	A	3.4	20	289	1031	439	104^	484	108^	290	266	304	156^	513	201^	340	338	281	132^	LT	LT	24v	17v
1 MON. 12.37A	54	CBS	FF		91	92	B	3.4	20	289	1031	439	104	484	108	290	266	304	156	513	201	340	338	281	132	LT	LT	24	17
TUE. 1.07A	51																												
1 WED. 12.38A	51																												
1 THU. 12.33A	44																												
1 FRI. 12.40A	49																												
2 MON. 12.36A	44																												
2 WED. 12.37A	49																												
2 THU. 12.35A	50																												
2 FRI. 12.37A	50																												
12.30 - 1.00							A	3.7	18	314	1105	490	115^	535	114^	324	293	347	175^	535	195^	344	335	309	152^	LT	LT	23v	LT
1.00 - 1.30							A	3.4	21	289	952	388	76^	419	83^	238	218	274	142^	499	197^	329	328	270	129^	LT	LT	20v	20v
1.30 - 2.00							A	3.0	26	255	722	431^	157^	518	173^	354^	346^	227^	129^	204^	24v	114v	141^	165^	47v	LT	LT	LT	LT
SATURDAY NIGHT				42	200	196	A	6.5	20	552	1491	583	270	628	245	462	373	328	139^	595	316	501	319	231	94^	203^	87^	65^	46v
1 SAT. 11.30P	79	NBC	GV		99	99	B	7.0	21	594																			
2 SAT. 11.30P	81																												
11.30 - 12.00							A	7.4	20	628	1602	634	285	682	243	447	387	350	189^	640	278	505	359	294	135^	180^	39v	100^	72^
12.00 - 12.30							A	6.4	21	543	1416	576	274	606	231^	472	380	334	117^	540	307	471	293	201^	69^	212^	119^	58v	42v
12.30 - 1.00							A	5.3	20	450	1429	502	238^	569	269^	476	339	283	81^	612	416	550	282	167^	62v	230^	126^	18v	LT
TONIGHT SHOW				235	200	199	A	6.5	21	552	1228	564	154	605	196	326	302	305	212	516	167	312	267	272	172	76^	16v	31^	25v
M-F 11.30P	60	NBC	GV		99	99	B	6.6	21	560																			
11.30 - 12.00							A	7.2	21	611	1250	587	157	623	179	323	313	334	235	530	161	314	282	282	184	66^	14v	31^	22v
12.00 - 12.30							A	5.8	22	492	1181	526	146	575	214	327	287	268	181	491	170	304	242	258	156	86^	16v	29v	29v
•WEEKDAY DAYTIME																													
ABC AFTERSCHOOL SPECIAL(S)					191		A	4.9	15	416	1361	491^	197^	537^	126v	283^	272^	299^	188^	388^	174^	296^	262^	201^	92v	196^	173^	240^	181^
1 WED. 4.30P	60	ABC	FV		94																								
4.30 - 5.00							A	4.6	15	391	1156	489^	205^	530^	144v	282^	276^	268^	190^	287^	151v	228^	205^	136v	59v	140v	140v	199^	143v
5.00 - 5.30							A	5.3	15	450	1493	475^	182^	524^	106v	274^	258^	318^	180^	460^	187^	345^	304^	254^	115v	239^	198^	270^	207^
ABC DAYTIME NEWSBRIEF-M-F				74	207	208	A	8.1	29	688	1336	878	290	955	408	645	548	425	243	214	95	153	116	65^	59^	33^	29^	134	38^
M-F 2.58P	1	ABC	N		99	99	B	7.7	27	654																			
ABC WORLD NEWS-MORN-615A				100	103	104	A	1.2	15	102	1294	658	265^	677	107v	411^	510^	412^	158^	509^	68v	323^	305^	382^	166^	108v	108v	LT	LT
M-F 6.15A	15	ABC	N		75	75	B	1.1	14	93																			
ABC WORLD NEWS-MORN-645A				227	160	165	A	2.3	18	195	1359	683	282^	801	231^	529	538	482	165^	539	221^	334	329	272^	164^	LT	LT	LT	LT
M-F 6.45A	15	ABC	N		88	91	B	2.0	16	170																			
ALL MY CHILDREN				229	208	208	A	8.1	28	688	1366	914	329	1022	516	730	580	360	232	205	97	156	121	79^	45^	10v	10v	129	25^
M-F 1.00P	60	ABC	DD		99	99	B	8.7	28	739																			
1.00 - 1.30							A	7.6	26	645	1360	905	332	1012	511	717	564	351	241	208	98	155	122	79^	49^	10v	10v	130	20v
1.30 - 2.00							A	8.5	29	722	1378	930	326	1041	525	747	597	372	229	199	96	154	119	77^	41^	10v	10v	128	27^
ANOTHER WORLD				232	201	200	A	5.3	19	450	1240	873	209	944	275	469	406	452	450	181	64^	80^	31v	72^	101^	40^	29v	75^	29v
M-F 2.00P	60	NBC	DD		99	99	B	5.6	19	475																			
2.00 - 2.30							A	5.5	20	467	1206	852	202	917	266	467	403	441	431	182	69^	81^	29v	69^	101^	36^	28v	71^	26v
2.30 - 3.00							A	5.3	19	450	1198	853	196	922	268	442	382	439	454	162	53^	69^	27v	67^	93^	40^	27v	74^	29v
AS THE WORLD TURNS				227	203	204	A	7.3	26	620	1144	810	165	884	183	353	336	335	480	192	42^	70^	76^	90^	102	11v	11v	57^	10v
M-F 1.30P	60	CBS	DD		99	99	B	7.7	25	654																			
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																													
AS THE WORLD TURNS-CONT'D																													
1.30 - 2.00							A	7.0	24	594	1160	844	161	906	182	364	344	336	500	190	32^	60^	71^	92^	104	10v	10v	54^	9v
2.00 - 2.30							A	7.5	27	637	1129	784	166	866	180	342	327	334	467	193	50^	74^	82^	84^	101	11v	11v	59^	10v
BODY LANGUAGE				63	110	103	A	2.9	10	246	1272	789	252	883	252	403	365	366	424	187^	61v	98^	93^	78^	77^	84^	36v	118^	61v
M-F	4.00P	30	CBS	PV	59	54	B	3.2	10	272																			
CAPITOL				230	196	197	A	6.1	22	518	1127	753	155	838	189	338	331	338	441	193	64^	87^	89^	87^	94^	36^	13v	60^	LT
M-F	2.30P	30	CBS	DD	96	96	B	6.3	22	535																			
CBS EARLY MORNING NEWS				235	139	137	A	1.7	19	144	931	451	237^	459	55v	216^	306^	293^	153^	445	180^	180^	243^	160^	202^	LT	LT	LT	LT
M-F	6.30A	30	CBS	N	90	89	B	1.5	17	127																			
CBS MORNING NEWS 1				234	198	196	A	3.2	17	272	1070	581	147^	592	117^	313	328	306	235	438	41v	136^	140^	192^	290	LT	LT	37v	22v
M-F	7.30A	30	CBS	N	99	98	B	3.4	17	289																			
CBS MORNING NEWS 2				233	198	198	A	3.3	16	280	932	543	79^	561	64^	190^	215^	272	318	347	51v	111^	143^	149^	193^	LT	LT	21v	LT
1 MTUWF	8.30A	30	CBS	N	99	98	B	3.6	16	306																			
1 THU.	8.30A	5																											
&	8.58A	2																											
2 M-F	8.30A	30																											
CBS MORNING NEWS 2(B)					109		A	1.6	7	136	860^	536^	LT	536^	125v	198v	147v	118v	293v	199v	LT	147v	199v	199v	LT	LT	LT	125v	51v
1 THU.	8.35A	23	CBS	N	52																								
CELEBRITY FAMILY FEUD SP.				25	162	161	A	2.4	11	204	1319	820	205^	874	314	457	431	403	309	377	137^	250^	271^	216^	92^	LT	LT	64v	25v
1 M-F	11.00A	30	ABC	QP	85	84	B	2.8	12	238																			
2 MON.	11.13A	17																											
2 TU-F	11.00A	30																											
DAYS OF OUR LIVES				235	206	206	A	6.4	22	543	1320	848	192	.944	318	528	448	468	372	273	92^	146	100^	124	118	35^	24v	68^	9v
M-F	1.00P	60	NBC	DD	99	99	B	7.1	23	603																			
1.00 - 1.30							A	6.1	21	518	1336	860	183	958	315	531	449	480	378	292	91^	151	108^	141	127	24v	15v	62^	LT
1.30 - 2.00							A	6.6	23	560	1316	850	198	941	326	531	450	459	369	261	95^	141	92^	108^	113	41^	31^	73^	11v
DIFF'RENT STROKES M-F				50	130		A	2.2	9	187	1508	1176	53v	1176	546^	824	439^	353^	319^	192^	74v	101v	101v	69v	91v	49v	26v	91v	LT
1 M-F	12.00N	30	NBC	CS	64		B	3.5	12	297																			
EDGE OF NIGHT				229	110	107	A	2.7	9	229	1306	835	136^	883	301	529	485	438	302	223^	79^	148^	139^	135^	71^	104^	100^	96^	53v
M-F	4.00P	30	ABC	DD	63	61	B	3.2	10	272																			
FACTS OF LIFE M-F				173	139	140	A	3.2	15	272	1169	624	143^	676	250	385	301	290	250	269	111^	170^	165^	110^	92^	55v	LT	169^	30v
1 M-F	10.00A	30	NBC	CS	84	85	B	4.5	19	382																			
2 M-TH	10.00A	30																											
2 FRI.	10.00A	10																											
&	10.17A	13																											
FAMILY FEUD				229	177	172	A	3.5	14	297	1253	761	161^	865	320	424	357	309	390	301	129^	213	215	138^	72^	54^	54^	33v	LT
M-F	12.00N	30	ABC	QP	88	86	B	4.6	17	391																			
GENERAL HOSPITAL				227	208	208	A	9.4	32	798	1397	896	300	975	417	655	553	435	249	212	86	146	105	84	64^	82	75^	128	57^
M-F	3.00P	60	ABC	DD	99	99	B	9.9	31	841																			
3.00 - 3.30							A	9.1	32	773	1395	906	303	989	431	669	563	435	249	212	80	142	103	86	69^	68^	65^	126	50^
3.30 - 4.00							A	9.6	32	815	1406	893	293	973	409	648	547	439	254	211	91	150	105	80	61^	92	86	130	64^
GOOD MORNING, AMERICA-730				237	204	205	A	4.3	23	365	1260	731	165^	765	252	389	357	382	320	365	36v	90^	105^	219	247	54^	13v	76^	55^
1 M-F	7.30A	30	ABC	N	99	99	B	4.8	24	408																			
2 TU-F	7.30A	30																											

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

Program Name	WK #	Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations & Program Coverage WK 1	WK 2	Key	Household Audiences Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of House	Working Wom.	Women Total	Women 18-34	Women 18-49	Women 25-54	Women 35-64	Women 55+	Men Total	Men 18-34	Men 18-49	Men 25-54	Men 35-64	Men 55+	Teens (12-17) Total	Teens Fem.	Children (2-11) Total	Children 6-11
WEEKDAY DAYTIME CONT'D																																
GOOD MORNING, AMERICA-830							237	202	203	A	5.1	25	433	1249	773	174	794	242	408	381	427	313	344	42^	110^	97^	168	229	28v	LT	83^	53^
		M-F	8.30A	30	ABC	N		99	98	B	5.4	25	458																			
GOOD MORNING, AMERICA-(B)									182	A	3.2	17	272	1485	798^	280^	798^	158v	375^	467^	426^	331^	491^	LT	135v	180v	257^	311^	LT	LT	196v	196v
	2	MON.	7.30A	30	ABC	N			84																							
GUIDING LIGHT							228	204	205	A	7.1	24	603	1242	771	196	862	172	361	334	373	449	187	56^	82^	75^	80^	95^	113	38^	80^	27^
		M-F	3.00P	60	CBS	DD		99	99	B	7.9	25	671																			
			3.00 - 3.30							A	7.0	25	594	1236	774	189	859	171	358	331	367	451	183	56^	80^	75^	79^	93^	113	36^	81^	27^
			3.30 - 4.00							A	7.2	24	611	1241	769	199	860	173	361	332	376	447	189	56^	85^	77^	81^	93^	113	40^	79^	27^
LOVING							229	190	190	A	2.8	13	238	1282	804	248^	921	336	484	357	328	391	240^	51v	114^	125^	142^	102^	54v	54v	67^	LT
		M-F	11.30A	30	ABC	DD		96	96	B	3.7	15	314																			
NBC NEWS AT SUNRISE							239	169	174	A	1.6	14	136	1478	773	316^	773	110v	552	552	567	221^	640	205^	462	397^	368^	178^	51v	LT	LT	LT
		M-F	6.30A	30	NBC	N		90	94	B	1.4	12	119																			
NBC NEWS DIGEST-DAYTIME							103	198	198	A	4.2	15	357	1196	848	196	906	302	467	415	412	414	141^	46^	60^	25v	64^	81^	51^	26v	98^	39v
		MWF	2.57P	1	NBC	N		99	99	B	4.7	16	399																			
NBC SPECIAL TREAT(S)									119	A	3.2	9	272	1463	423^	52v	427^	LT	97v	97v	313^	330^	456^	228v	317^	349^	172v	107v	146v	113v	434^	295^
	2	TUE.	4.00P	60	NBC	FV			77																							
			4.00 - 4.30							A	3.2	10	272	1430	415^	33v	415^	LT	99v	99v	316^	316^	356^	243^	243^	243^	59v	113v	136v	136v	523^	364^
			4.30 - 5.00							A	3.2	9	272	1460	431^	66v	431^	LT	92v	92v	307^	339^	542^	210v	387^	450^	279^	92v	149v	91v	338^	217v
NEWSBREAK-11.57							232	185	189	A	6.7	30	569	1114	664	165	757	176	310	267	314	408	286	73^	126	107^	113	157	LT	LT	63^	14v
		M-F	11.57A	2	CBS	N		89	93	B	7.7	30	654																			
NEWSBREAK-3.57							228	188	192	A	5.6	18	475	1206	733	208	845	181	339	307	351	447	182	48^	69^	69^	80^	103^	71^	23v	108^	41^
		M-F	3.57P	2	CBS	N		94	94	B	6.4	19	543																			
ONE LIFE TO LIVE							227	206	206	A	7.5	27	637	1341	912	301	985	450	688	594	423	224	209	83^	146	114	75^	60^	21v	17v	126	33^
		M-F	2.00P	60	ABC	DD		99	99	B	7.8	26	662																			
			2.00 - 2.30							A	7.4	26	628	1322	915	292	987	455	694	601	423	220	201	76^	136	108	75^	62^	14v	10v	120	29^
			2.30 - 3.00							A	7.6	28	645	1352	903	306	978	446	679	589	421	225	215	92^	156	122	73^	55^	27^	22v	132	37^
PRESS YOUR LUCK							235	163	165	A	4.4	21	374	1176	634	115^	730	173	286	262	327	391	324	91^	184	176	133^	126^	LT	LT	117^	48^
	1	M-F	10.30A	30	CBS	QP		80	81	B	5.0	21	425																			
	2	TU-F	10.30A	30																												
PRICE IS RIGHT 1							229	205	206	A	6.2	29	526	1105	610	138	700	152	281	253	285	384	321	80^	167	161	139	143	LT	LT	82^	33^
	1	M-F	11.00A	30	CBS	AP		99	99	B	7.2	29	611																			
	2	MON.	11.11A	19																												
	2	TU-F	11.00A	30																												
PRICE IS RIGHT 2							230	205	206	A	7.8	35	662	1127	642	179	746	175	313	279	303	399	292	67^	138	129	127	146	7v	LT	82^	23v
		M-F	11.30A	30	CBS	AP		99	99	B	9.5	38	807																			
RYAN'S HOPE							229	179	179	A	4.4	17	374	1286	766	248	882	424	585	446	290	265	233	109^	152^	124^	86^	72^	LT	LT	160^	48^
		M-F	12.30P	30	ABC	DD		94	94	B	4.7	17	399																			
SALE OF THE CENTURY							233	150	150	A	3.8	18	323	1161	694	114^	725	186^	375	310	319	335	273	90^	148^	152^	112^	121^	21v	LT	142^	27v
	1	M-F	10.30A	30	NBC	QG		81	81	B	4.7	19	399																			
	2	TU-F	10.30A	30																												
SANTA BARBARA							34	186	186	A	2.9	10	246	1407	850	129^	932	379	603	475	419	306	183^	74^	114^	107^	69^	69^	60v	48v	232^	37v
		M-F	3.00P	60	NBC	DD		96	96	B	3.3	11	280																			
CONT'D																																

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																											
SANTA BARBARA-CONT'D																											
3.00 - 3.30					A	3.0	11	255	1322	832	118^	911	365	580	443	412	311	176^	62^	102^	94^	71^	74^	31v	31v	204^	23v
3.30 - 4.00					A	2.9	10	246	1407	833	142^	902	374	598	488	398	280	174^	77^	118^	110^	61v	56v	78^	61v	253	49v
SCRABBLE	54		196	197	A	5.6	25	475	1181	734	97^	767	154	324	316	379	413	284	90^	138	106^	135	129^	27v	LT	103^	29v
M-F 11.30A 30 NBC		QG	96	97	B	6.1	24	518																			
SEARCH FOR TOMORROW	238		155	154	A	3.2	12	272	1147	817	99^	846	254	452	360	434	372	217^	58^	65^	65^	107^	137^	LT	LT	84^	LT
1 M-F 12.30P 30 NBC		DD	77	77	B	3.2	11	272																			
2 MTUWF 12.30P 30																											
2 THU. 12.36P 24																											
SUPER PASSWORD	5			132	A	2.3	9	195	1174	615^	LT	681	56v	215^	236^	339^	445^	292^	129v	129v	77v	143v	153v	72v	72v	129v	LT
2 M-F 12.00N 30 NBC		QG		64	B	2.3	9	195	1174	615	LT	681	56	215	236	339	445	292	129	129	77	143	153	72	72	129	LT
TODAY SHOW-7.30AM	239		200	200	A	4.0	21	340	1300	657	279	736	186	380	385	376	300	465	101^	198	150^	200	247	31v	LT	68^	39v
M-F 7.30A 30 NBC		N	99	99	B	3.7	19	314																			
TODAY SHOW-8.30AM	238		201	198	A	4.4	21	374	1094	699	86^	749	149^	284	307	335	404	315	30v	67^	75^	115^	240	16v	LT	14v	LT
M-F 8.30A 30 NBC		N	99	99	B	4.3	20	365																			
TODAY SHOW SPECIAL(S)			92		A	2.2	12	187	856^	566^	LT	572^	284v	300v	364^	198v	208v	203v	LT	LT	LT	96v	187v	LT	LT	64v	LT
1 THU. 9.00A 60 NBC		N	62																								
9.00 - 9.30					A	2.3	13	195	867^	534^	LT	534^	277v	308v	354^	185v	180v	242v	LT	LT	26v	108v	216v	25v	LT	66v	LT
9.30 - 10.00					A	2.2	11	187	759^	567^	LT	567^	273v	273v	347^	192v	220v	139v	LT	LT	LT	70v	139v	LT	LT	53v	LT
$25,000 PYRAMID	230		170	170	A	4.7	22	399	1140	698	149^	771	156	331	326	370	402	294	66^	159	155	137^	118^	LT	LT	75^	28v
M-F 10.00A 30 CBS		QP	87	86	B	4.9	21	416																			
WHEEL OF FORTUNE	235		208	208	A	6.7	31	569	1188	762	119	821	186	351	334	379	425	225	56^	100^	74^	101^	122	17v	LT	125	34^
1 MTUWF 11.00A 30 NBC		QG	99	99	B	7.3	30	620																			
1 THU. 11.00A 3																											
& 11.09A 21																											
2 MON. 11.11A 19																											
2 TU-F 11.00A 30																											
YOUNG AND THE RESTLESS	230		206	208	A	8.1	31	688	1203	865	199	916	252	421	391	381	431	220	45^	89^	83^	101	118	19v	16v	48^	LT
M-F 12.30P 60 CBS		DD	99	99	B	8.6	31	730																			
12.30 - 1.00					A	8.0	32	679	1202	856	185	912	252	419	386	375	428	228	45^	93	81^	101	127	18v	14v	44^	LT
1.00 - 1.30					A	8.1	30	688	1212	881	210	929	251	427	400	394	439	211	40^	81^	84^	102	112	22v	17v	50^	LT
•WEEKEND DAYTIME																											
ABC SUNDAY AFTERNOON BSBL	1		186		A	2.8	7	238	941^	236v	147v	361^	113v	168v	138v	139v	181v	529^	29v	260v	260v	290^	269^	47v	LT	LT	LT
1 SUN. 3.00P 170 ABC		SE	93		B	2.8	7	238	941	236	147	361	113	168	138	139	181	529	29	260	260	290	269	47	LT	LT	LT
3.00 - 3.30					A	2.0	5	170	918^	83v	83v	318v	47v	112v	83v	83v	188v	600^	LT	282v	282v	430^	318v	LT	LT	LT	LT
3.30 - 4.00					A	2.3	6	195	954^	129v	62v	329^	36v	92v	71v	144v	222v	625^	LT	348^	348^	389^	277v	LT	LT	LT	LT
4.00 - 4.30					A	2.9	7	246	1008^	256v	126v	349^	69v	117v	122v	183v	210v	625^	104v	378^	378^	302^	247v	34v	LT	LT	LT
4.30 - 5.00					A	3.2	8	272	974	288^	155v	357^	147v	184v	169v	132v	151v	514^	37v	286^	286^	294^	228v	73v	LT	30v	30v
5.00 - 5.30					A	3.2	8	272	801^	269^	192v	364^	191v	206v	158v	74v	158v	367^	LT	165v	165v	224v	202v	70v	LT	LT	LT
5.30 - 6.00					A	3.3	8	280	971	393^	318^	503^	168v	353^	275^	261^	150v	407^	LT	46v	46v	142v	361^	61v	LT	LT	LT
ABC WEEKEND SPECIALS	2		169	166	A	5.0	17	425	1784	270^	23v	386	222^	241^	192^	87^	120^	204^	49v	131^	126^	92^	63v	333	232^	861	526
SAT. 12.00N 30 ABC		FV	90	87	B	5.0	17	425	1784	270	23	386	222	241	192	87	120	204	49	131	126	92	63	333	232	861	526
ABC WIDE WORLD-SPORTS SAT CONT'D	33		199		A	4.3	11	365	1375	370^	169v	502^	135v	201^	154v	151v	290^	750	232^	411^	451^	320^	280^	90v	46v	33v	LT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ABC WIDE WORLD-SPO-CONT'D																										
1 SAT. 5.01P 89 ABC SA		96		B	7.2	17	611																			
5.00 - 5.30				A	3.8	11	323	1387	362^	168v	480^	118v	161v	151v	161v	286^	781	248^	430^	499^	355^	282^	102v	71v	24v	LT
5.30 - 6.00				A	5.1	13	433	1439	421^	197^	567^	132v	236^	184^	173^	331^	763	264^	393^	479^	282^	284^	88v	64v	21v	LT
6.00 - 6.30				A	3.9	9	331	1296	314^	145v	444^	157v	199^	114v	112v	245^	719^	185v	424^	384^	341^	272^	75v	LT	58v	LT
ALVIN AND THE CHIPMUNKS	2	201	200	A	7.9	29	671	1827	305	121^	345	183^	285	152^	113^	60^	221	146^	194	130^	64^	27v	293	196	968	559
SAT. 10.30A 30 NBC CA		98	98	B	7.9	29	671	1827	305	121	345	183	285	152	113	60	221	146	194	130	64	27	293	196	968	559
AMERICAN BANDSTAND	2	152	145	A	3.3	11	280	1804	453	61v	514	271^	314^	215^	99v	200^	671	314^	397^	368^	225^	171^	300^	179^	319^	189^
SAT. 12.30P 60 ABC PC		75	74	B	3.3	11	280	1804	453	61	514	271	314	215	99	200	671	314	397	368	225	171	300	179	319	189
12.30 - 1.00				A	3.2	11	272	1868	401^	81v	474	261^	291^	158^	53v	183^	554	272^	356^	297^	150^	132^	291^	150^	549	295^
1.00 - 1.30				A	3.4	11	289	1699	490	41v	538	277^	327^	259^	137^	211^	770	350^	430^	432^	294^	202^	298^	198^	93v	83v
BUGS BUNNY/ROAD RUNNER 1	1	148		A	3.6	13	306	1085	288^	366^	421^	134v	366^	232^	232^	55v	190v	17v	147v	143v	143v	30v	108v	LT	366^	141v
1 SAT. 12.00N 30 CBS CA		80		B	3.6	13	306	1085	288	366	421	134	366	232	232	55	190	17	147	143	143	30	108	LT	366	141
BUGS BUNNY/ROAD RUNNER 2	1	153		A	4.6	16	391	1000	378^	220^	378^	107v	327^	327^	220^	51v	133v	13v	69v	82v	82v	38v	120v	LT	369^	95v
1 SAT. 12.30P 30 CBS CA		82		B	4.6	16	391	1000	378	220	378	107	327	327	220	51	133	13	69	82	82	38	120	LT	369	95
BUGS BUNNY/ROAD RUNNER 3	1	152		A	5.1	17	433	1192	347^	160^	393^	166^	294^	248^	143v	99v	381^	69v	253^	273^	238^	104v	74v	LT	344^	134v
1 SAT. 1.00P 30 CBS CA		80		B	5.1	17	433	1192	347	160	393	166	294	248	143	99	381	69	253	273	238	104	74	LT	344	134
CAPTAIN KANGAROO-SAT	2	127	127	A	1.0	11	85	1047^	LT	LT	LT	LT	LT	LT	LT	LT	176v	94v	176v	176v	82v	LT	106v	106v	765^	659^
SAT. 7.30A 30 CBS CL		80	79	B	1.0	11	85	1047	LT	LT	LT	LT	LT	LT	LT	LT	176	94	176	176	82	LT	106	106	765	659
CBS COLLEGE FOOTBALL PRE	2	181	152	A	4.2	14	357	1196	230^	90v	286^	140^	165^	90v	64v	113^	666	254^	397	336^	253^	244^	118^	51v	126^	59v
1 SAT. 3.30P 7 CBS SC		93	84	B	4.2	14	357	1196	230	90	286	140	165	90	64	113	666	254	397	336	253	244	118	51	126	59
2 SAT. 12.00N 7																										
CBS COLLEGE FOOTBALL	2	194	152	A	5.5	17	467	1328	320	142^	356	72^	163^	138^	186^	162^	828	279	486	422	393	283	89^	27v	55v	27v
1 SAT. 3.37P 196 CBS SE		95	85	B	5.5	17	467	1328	320	142	356	72	163	138	186	162	828	279	486	422	393	283	89	27	55	27
2 SAT. 12.07P 185																										
12.00 - 12.30				A	3.1	10	263	1175	258^	194v	330^	175v	194v	84v	60v	121v	552^	263^	313^	236v	160v	224v	118v	19v	175v	88v
12.30 - 1.00				A	3.2	11	272	1279	253^	162v	293^	121v	169v	129v	78v	124v	717^	372^	441^	341^	190v	251^	89v	LT	180v	74v
1.00 - 1.30				A	3.0	10	255	965^	141v	36v	141v	35v	90v	55v	78v	51v	683^	283^	365^	310^	224v	275^	94v	LT	47v	47v
1.30 - 2.00				A	3.6	12	306	1026	222^	66v	222^	82v	147v	65v	88v	75v	666^	251^	372^	340^	281^	232^	138v	LT	LT	LT
2.00 - 2.30				A	4.3	14	365	1140	221^	88v	221^	70v	158v	88v	123v	63v	836	282^	499^	463^	406^	282^	83v	83v	LT	LT
2.30 - 3.00				A	4.1	13	348	1221	330^	98v	330^	158v	256^	98v	138v	74v	842	238^	448^	420^	458^	307^	49v	49v	LT	LT
3.00 - 3.30				A	4.4	14	374	1238	274^	121v	340^	66v	190^	170v	249^	104v	741	260^	380^	353^	342^	264^	157v	LT	LT	LT
3.30 - 4.00				A	6.5	20	552	1167	156^	26v	221^	76v	116^	69v	86v	88v	810	215^	445^	426^	371^	322^	83v	53v	53v	18v
4.00 - 4.30				A	7.0	21	594	1247	240^	100v	290^	50v	67v	63v	129^	177^	831	214^	462	466	451	316^	53v	LT	73v	73v
4.30 - 5.00				A	7.3	22	620	1150	256^	135^	298^	42v	74v	77v	148^	179^	725	175^	369^	428	369^	297^	73v	LT	54v	54v
5.00 - 5.30				A	7.2	22	611	1502	366^	148^	403^	62v	162^	178^	234^	187^	885	295^	535	454	450	278^	153^	56v	61v	12v
5.30 - 6.00				A	8.0	22	679	1504	396	162^	431	51v	155^	170^	245^	227^	865	282^	515	418	446	287^	115^	43v	93v	28v
6.00 - 6.30				A	7.6	20	645	1580	518	243^	553	66v	246^	262^	321^	263^	985	384^	649	477	453	273^	42v	26v	LT	LT
6.30 - 7.00				A	7.1	18	603	1720	549	282^	582	33v	300^	301^	403^	248^	1005	394^	676	458	487	277^	72v	31v	61v	17v
CBS COLLEGE FOOTBALL POST	2	194	151	A	4.7	14	399	1286	436	232^	488	52v	293^	277^	359	159^	695	153^	373	396	402	259^	78v	LT	25v	15v
1 SAT. 6.53P 6 CBS SC		95	85	B	4.7	14	399	1286	436	232	488	52	293	277	359	159	695	153	373	396	402	259	78	LT	25	15
2 SAT. 3.12P 18																										
CBS NFL TODAY	2	208	207	A	6.4	20	543	1394	338	150^	345	91^	187^	144^	162^	134^	776	351	517	475	337	198^	208^	56v	65^	65^
SUN. 12.30P 28 CBS SC		99	99	B	6.4	20	543	1394	338	150	345	91	187	144	162	134	776	351	517	475	337	198	208	56	65	65
CBS NFL FOOTBALL GAME 1 CONT'D	2	208	208	A	15.1	39	1282	1392	365	183	398	123	230	190	189	151	774	313	505	455	351	227	151	49^	69^	48^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NFL FOOTBALL G-CONT'D																										
1 SUN. 12.58P 192 CBS SE		99	99	B	15.1	39	1282	1392	365	183	398	123	230	190	189	151	774	313	505	455	351	227	151	49	69	48
2 SUN. 12.58P 190																										
1.00 - 1.30				A	11.4	32	968	1304	332	156	373	108^	209	180	191	139	742	293	484	438	338	219	149	55^	40^	28v
1.30 - 2.00				A	14.6	39	1240	1336	360	174	390	132	232	191	192	141	741	300	486	424	338	225	141	53^	64^	56^
2.00 - 2.30				A	15.1	39	1282	1398	330	153	364	125	217	189	172	127	766	315	508	457	345	228	162	49^	106	78^
2.30 - 3.00				A	16.4	41	1392	1441	372	174	396	122	219	183	188	155	786	319	503	457	351	235	182	64^	77^	53^
3.00 - 3.30				A	16.8	41	1426	1471	412	246	451	145	276	222	208	160	772	311	502	450	351	222	151	42^	97	60^
3.30 - 4.00				A	17.4	42	1477	1375	372	203	404	104	231	182	202	164	786	310	515	473	364	225	146	46^	39^	22v
4.00 - 4.30				A	11.9	28	1010	1265	378	153	402	92^	193	179	202	194	773	315	522	454	338	222	61^	16v	29v	LT
CBS NFL FOOTBALL GAME 2	2	205	197	A	13.0	28	1104	1512	444	192	470	116	243	249	237	200	859	324	545	490	386	257	88^	22v	95^	43^
1 SUN. 4.04P 211 CBS SE		97	90	B	13.0	28	1104	1512	444	192	470	116	243	249	237	200	859	324	545	490	386	257	88	22	95	43
2 SUN. 4.08P 205																										
4.00 - 4.30				A	9.7	23	824	1442	372	151^	375	55^	166	161	208	202	907	404	603	514	353	255	116^	29v	44^	34v
4.30 - 5.00				A	13.0	30	1104	1437	393	160	410	108^	226	227	220	164	865	341	575	522	367	238	92^	26v	70^	38^
5.00 - 5.30				A	13.0	30	1104	1406	340	160	354	83^	182	192	194	151	861	329	545	485	386	254	94^	20v	97^	59^
5.30 - 6.00				A	12.4	28	1053	1462	364	145	381	92^	182	186	188	175	876	336	551	499	392	260	74^	17v	131	71^
6.00 - 6.30				A	12.2	26	1036	1503	463	188	485	115^	261	288	262	188	860	317	540	494	414	256	79^	16v	79^	22v
6.30 - 7.00				A	13.1	26	1112	1594	501	207	529	124	277	300	279	213	883	317	564	509	425	257	100^	34^	82^	31^
7.00 - 7.30				A	16.3	31	1384	1587	548	264	603	170	311	310	268	258	763	246	436	418	352	266	91	21v	130	39^
7.30 - 8.00				A	15.0	29	1274	1716	757	399	786	165^	399	445	426	334	681	115^	351	398	386	283	133^	LT	116^	49v
CBS SPORTS SATURDAY	1		177	A	5.0	15	425	1287	485^	179^	532^	56v	301^	292^	412^	193^	657	177^	334^	357^	332^	267^	82v	28v	16v	LT
2 SAT. 3.30P 149 CBS SA			90	B	5.0	15	425	1287	485	179	532	56	301	292	412	193	657	177	334	357	332	267	82	28	16	LT
3.30 - 4.00				A	4.4	14	374	1249	506^	153v	608^	102v	364^	312^	431^	194^	604^	190^	259^	246^	202^	297^	37v	LT	LT	LT
4.00 - 4.30				A	4.3	13	365	1170	490^	167v	583^	93v	348^	306^	406^	184^	548^	132v	214^	265^	229^	283^	39v	LT	LT	LT
4.30 - 5.00				A	6.0	18	509	1316	534	188^	591	57v	361^	338^	470^	196^	628	159^	301^	354^	311^	274^	82v	LT	15v	LT
5.00 - 5.30				A	5.1	15	433	1303	421^	183^	421^	21v	224^	259^	358^	162^	742	188^	416^	436^	439^	266^	112v	62v	28v	LT
5.30 - 6.00				A	5.1	14	433	1383	485^	204^	485^	26v	227^	250^	401^	235^	751	217^	469^	465^	451^	217^	117v	71v	30v	LT
CFA COLLEGE FOOTBALL-PRE	1		202	A	5.2	16	441	1118	201^	112v	214^	55v	95v	40v	76v	119v	800	217^	466^	551^	481^	191^	27v	27v	77v	39v
2 SAT. 3.30P 15 ABC SC			99	B	5.2	16	441	1118	201	112	214	55	95	40	76	119	800	217	466	551	481	191	27	27	77	39
CFA COLLEGE FOOTBALL GAME	1		203	A	6.9	19	586	1490	430	210^	443	121^	296^	279^	262^	139^	927	198^	559	578	607	286^	64v	LT	56v	14v
2 SAT. 3.45P 199 ABC SE			99	B	6.9	19	586	1490	430	210	443	121	296	279	262	139	927	198	559	578	607	286	64	LT	56	14
3.30 - 4.00				A	5.9	18	501	1481	273^	206^	287^	40v	187^	147^	173^	100v	1010	186^	629	702	705	233^	99v	30v	85v	31v
4.00 - 4.30				A	6.2	19	526	1428	367^	196^	376^	142^	285^	257^	191^	91v	862	195^	482	551	555	246^	131^	LT	59v	LT
4.30 - 5.00				A	6.2	18	526	1458	355^	169^	366^	136^	248^	220^	174^	118v	964	181^	589	598	644	309^	82v	LT	46v	LT
5.00 - 5.30				A	6.2	18	526	1426	415^	181^	428^	146^	304^	266^	228^	124^	900	201^	525	525	565	314^	53v	LT	45v	LT
5.30 - 6.00				A	7.3	20	620	1539	474	303^	487	116^	351^	351^	314^	136^	882	179^	568	600	598	259^	66v	LT	104^	52v
6.00 - 6.30				A	7.5	18	637	1556	506	231^	522	141^	357^	336^	329^	153^	971	221^	598	588	632	305^	37v	LT	26v	LT
6.30 - 7.00				A	8.3	19	705	1499	484	190^	500	98^	275^	276^	325^	195^	934	213^	576	558	604	289^	28v	LT	37v	11v
CHARLIE BROWN&SNOOPY SHOW	1	114		A	3.3	11	280	1236	282^	25v	282^	132v	132v	125v	90v	150v	344^	197v	240^	43v	100v	104v	142v	LT	468^	250^
1 SAT. 1.30P 30 CBS CA		56		B	3.3	11	280	1236	282	25	282	132	132	125	90	150	344	197	240	43	100	104	142	LT	468	250
DRAGON'S LAIR	2	199	199	A	5.6	21	475	1543	200^	45v	227^	129^	144^	71^	54v	74^	256^	110^	172^	177^	117^	60v	284	88^	776	465
SAT. 10.00A 30 ABC CA		99	99	B	5.6	21	475	1543	200	45	227	129	144	71	54	74	256	110	172	177	117	60	284	88	776	465
DUNGEONS AND DRAGONS	2	193	169	A	5.5	20	467	1621	252^	163^	308	114^	164^	165^	85^	109^	442	316	368	148^	105^	74^	294	135^	577	406
SAT. 11.00A 30 CBS CA		95	81	B	5.5	20	467	1621	252	163	308	114	164	165	85	109	442	316	368	148	105	74	294	135	577	406
FACE THE NATION	49	133	124	A	3.3	11	280	904	379^	36v	386^	LT	LT	47v	65v	339^	518	175^	182^	268^	168^	250^	LT	LT	LT	LT
SUN. 10.30A 30 CBS CC		85	84	B	3.1	11	263																			

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WEEKEND DAYTIME CONT'D																										
FIFTH AVENUE MILE SPECIAL(S)		188		A	3.0	9	255	1149	196v	102v	353^	94v	156v	125v	95v	169v	591^	156v	258^	294^	325^	297^	181v	59v	24v	24v
1 SAT. 4.41P 20 ABC SE		94																								
GET ALONG GANG	2	196	195	A	4.4	22	374	1591	243^	78v	243^	169^	169^	82v	LT	74v	245^	99^	126^	89^	27v	119^	217^	174^	886	548
SAT. 8.30A 30 CBS CA		96	94	B	4.4	22	374	1591	243	78	243	169	169	82	LT	74	245	99	126	89	27	119	217	174	886	548
GOING BANANAS	2	128	147	A	4.2	15	357	1381	408	139^	425	159^	262^	174^	182^	163^	235^	109^	115^	93^	62v	95^	292^	104^	429	129^
SAT. 12.00N 30 NBC CA		69	82	B	4.2	15	357	1381	408	139	425	159	262	174	182	163	235	109	115	93	62	95	292	104	429	129
IN THE NEWS- 8.26AM	2	186	164	A	2.7	15	229	1048	131v	LT	131v	52v	52v	LT	40v	79v	205^	92v	118v	88v	74v	87v	70v	70v	642	323^
SAT. 8.26A 3 CBS CN		95	81	B	2.7	15	229	1048	131	LT	131	52	52	LT	40	79	205	92	118	88	74	87	70	70	642	323
IN THE NEWS- 8.56AM	2	196	195	A	5.0	23	425	1586	238^	76v	238^	156^	156^	64v	LT	82^	254^	106^	133^	82^	27v	121^	216^	178^	878	534
SAT. 8.56A 3 CBS CN		96	94	B	5.0	23	425	1586	238	76	238	156	156	64	LT	82	254	106	133	82	27	121	216	178	878	534
IN THE NEWS-11.26AM	2	193	169	A	4.9	18	416	1298	223^	170^	275^	100^	142^	156^	87^	88^	246^	126^	169^	127^	101^	77v	260^	130^	517	389
SAT. 11.26A 3 CBS CN		95	81	B	4.9	18	416	1298	223	170	275	100	142	156	87	88	246	126	169	127	101	77	260	130	517	389
IN THE NEWS-11.56AM	2	184	175	A	4.3	15	365	1433	304^	219^	424	213^	259^	116^	88v	148^	298^	168^	195^	172^	97^	90^	187^	121^	524	384
SAT. 11.56A 3 CBS CN		92	90	B	4.3	15	365	1433	304	219	424	213	259	116	88	148	298	168	195	172	97	90	187	121	524	384
IN THE NEWS- 1.26PM	1	151		A	4.9	17	416	1248	377^	166^	427^	201^	300^	250^	130v	127v	448^	116v	295^	315^	259^	133v	73v	LT	300^	121v
1 SAT. 1.26P 3 CBS CN		80		B	4.9	17	416	1248	377	166	427	201	300	250	130	127	448	116	295	315	259	133	73	LT	300	121
IN THE NEWS- 1.56PM	1	114		A	3.0	10	255	1114	262^	36v	262^	145v	145v	129v	78v	117v	294^	224v	224v	LT	39v	70v	142v	LT	416^	243v
1 SAT. 1.56P 3 CBS CN		56		B	3.0	10	255	1114	262	36	262	145	145	129	78	117	294	224	224	LT	39	70	142	LT	416	243
KIDD VIDEO	2	196	196	A	6.8	24	577	1418	273	18v	275	190^	207^	17v	46v	68^	163^	107^	141^	93^	56v	22v	235	147^	745	385
SAT. 11.00A 30 NBC CA		98	98	B	6.8	24	577	1418	273	18	275	190	207	17	46	68	163	107	141	93	56	22	235	147	745	385
LITTLES	2	192	191	A	5.8	21	492	1730	256^	35v	270	116^	163^	154^	114^	93^	253^	96^	186^	132^	110^	67^	211^	142^	996	648
SAT. 11.30A 30 ABC CA		95	95	B	5.8	21	492	1730	256	35	270	116	163	154	114	93	253	96	186	132	110	67	211	142	996	648
MEET THE PRESS	46	163	166	A	3.1	10	263	1224	491	23v	521	34v	103v	103v	202^	418^	536	133^	236^	190^	266^	278^	114v	30v	53v	53v
SUN. 12.00N 30 NBC CC		92	94	B	2.8	9	238																			
MIGHTY ORBOTS	2	198	198	A	5.4	23	458	1533	88^	77^	140^	92^	109^	38v	17v	31v	122^	63v	85^	69v	59v	37v	231^	69v	1040	614
SAT. 9.00A 30 ABC CA		98	98	B	5.4	23	458	1533	88	77	140	92	109	38	17	31	122	63	85	69	59	37	231	69	1040	614
MR. T	2	191	192	A	6.2	22	526	1395	328	71^	373	194^	264	140^	127^	78^	240^	109^	179^	173^	120^	41v	113^	17v	669	274
SAT. 11.30A 30 NBC CA		97	98	B	6.2	22	526	1395	328	71	373	194	264	140	127	78	240	109	179	173	120	41	113	17	669	274
MUPPET BABIES	2	202	202	A	6.0	25	509	1868	365	145^	404	204^	252	190^	114^	90^	287	149^	207^	97^	82^	80^	215^	159^	962	599
SAT. 9.00A 30 CBS CA		98	98	B	6.0	25	509	1868	365	145	404	204	252	190	114	90	287	149	207	97	82	80	215	159	962	599
NBC MAJOR LEAGUE PRE GAME	22	175	194	A	3.5	11	297	1377	454	94v	457	105v	219^	219^	201^	238^	515	221^	293^	215^	126^	219^	220^	94v	185^	85v
1 SAT. 2.00P 18 NBC SC		91	98	B	4.5	16	382																			
2 SAT. 3.00P 18																										
NBC MAJOR LEAGUE BASEBALL	22	188	196	A	3.9	12	331	1202	486	94v	501	118^	239^	248^	215^	247^	489	82v	227^	202^	218^	235^	75v	39v	137^	69v
1 SAT. 2.18P 172 NBC SE		97	99	B	6.1	20	518																			
2 SAT. 3.18P 162																										
2.00 - 2.30				A	3.0	10	255	1239	384^	63v	420^	74v	141v	141v	197v	279^	436^	157v	157v	110v	LT	279^	74v	19v	309^	59v
2.30 - 3.00				A	3.8	12	323	1170	403^	44v	455^	105v	158v	177v	165v	278^	484^	94v	186v	169v	136v	264^	33v	18v	198^	40v
3.00 - 3.30				A	4.4	14	374	965	403	83v	454	126^	217^	227^	181^	227^	389	40v	144^	160^	152^	208^	41v	24v	81v	24v
3.30 - 4.00				A	4.4	13	374	1176	509	72v	513	139^	265^	256^	233^	233^	496	71v	245^	219^	241^	229^	57v	32v	110^	56v
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NBC MAJOR LEAGUE B-CONT'D																										
4.00 - 4.30				A	4.2	13	357	1210	515	98^	515	112^	243^	251^	235^	264^	462	51v	204^	175^	228^	236^	76v	31v	157^	87v
4.30 - 5.00				A	3.9	11	331	1257	502	94v	502	82v	233^	251^	232^	251^	565	64v	294^	267^	305^	247^	96v	42v	94v	66v
5.00 - 5.30				A	3.3	10	280	1361	564	146^	564	161^	304^	281^	211^	243^	512	147^	243^	207^	207^	233^	143^	93v	142^	89v
5.30 - 6.00				A	3.0	8	255	1431	554^	122v	554^	138v	279^	318^	223v	236v	581^	216v	318^	239v	235v	236v	96v	46v	200v	141v
NEW SCOOBY-DOO MYSTERIES	2	194	192	A	4.9	18	416	1873	330	65v	383	268^	323	214^	79^	36v	274^	126^	221^	153^	131^	53v	239^	148^	977	595
SAT. 11.00A 30 ABC CA		96	96	B	4.9	18	416	1873	330	65	383	268	323	214	79	36	274	126	221	153	131	53	239	148	977	595
NFL '84-NBC	2	200	204	A	4.5	13	382	1510	409	149^	432	86^	196^	173^	192^	236^	682	196^	405	352	344	240^	233^	55v	163^	163^
SUN. 12.30P 30 NBC SC		99	99	B	4.5	13	382	1510	409	149	432	86	196	173	192	236	682	196	405	352	344	240	233	55	163	163
NFL FOOTBALL GAME 1-NBC	2	203	208	A	10.9	28	925	1188	361	143	378	88^	193	188	204	175	671	175	370	376	396	248	66^	5v	73^	68^
1 SUN. 1.00P 195 NBC SE		99	99	B	10.9	28	925	1188	361	143	378	88	193	188	204	175	671	175	370	376	396	248	66	5	73	68
2 SUN. 1.00P 194																										
1.00 - 1.30				A	8.9	24	756	1321	388	155^	400	98^	203	187	214	193	750	225	426	407	415	274	101^	LT	70^	56^
1.30 - 2.00				A	10.7	28	908	1271	344	122^	357	87^	154	135^	183	198	743	208	415	414	424	272	105^	LT	66^	55^
2.00 - 2.30				A	11.6	30	985	1188	341	133	355	83^	154	141	167	199	678	161	353	370	413	255	78^	5v	77^	72^
2.30 - 3.00				A	10.6	27	900	1161	368	159	381	73^	202	195	220	167	646	167	336	340	376	258	56^	6v	78^	75^
3.00 - 3.30				A	11.5	28	976	1157	361	145	377	72^	200	214	229	158	653	155	363	376	416	235	45^	6v	82^	78^
3.30 - 4.00				A	11.8	28	1002	1168	358	151	376	93^	211	230	214	140	660	181	378	389	389	234	50^	9v	82^	80^
4.00 - 4.30				A	11.4	27	968	990	379	148	408	139	253	239	192	142	513	119^	305	299	312	187	28v	LT	41^	32v
NFL FOOTBALL POST-NBC	2	114	151	A	4.7	11	399	1000	475	172^	478	185^	340	263^	188^	125^	461	93^	289^	261^	286^	152^	40v	LT	21v	LT
1 SUN. 4.17P 14 NBC SC		63	79	B	4.7	11	399	1000	475	172	478	185	340	263	188	125	461	93	289	261	286	152	40	LT	21	LT
2 SUN. 4.05P 14																										
ONE TO GROW ON-8:28AM	2	189	192	A	4.3	27	365	1551	175^	69v	243^	107^	175^	107^	68v	68v	148^	134^	134^	84v	LT	14v	165^	69v	995	674
SAT. 8.28A 2 NBC CN		95	96	B	4.3	27	365	1551	175	69	243	107	175	107	68	68	148	134	134	84	LT	14	165	69	995	674
ONE TO GROW ON-8:58AM	2	193	195	A	5.2	24	441	1476	209^	180^	313	161^	283^	180^	122^	30v	126^	100^	100^	28v	LT	26v	176^	82^	861	543
SAT. 8.58A 2 NBC CN		96	96	B	5.2	24	441	1476	209	180	313	161	283	180	122	30	126	100	100	28	LT	26	176	82	861	543
ONE TO GROW ON-10:28AM	2	206	206	A	7.6	28	645	1936	343	147^	397	217	327	184^	137^	70^	235	142^	204	157^	77^	31v	246	144^	1058	625
SAT. 10.28A 2 NBC CN		99	99	B	7.6	28	645	1936	343	147	397	217	327	184	137	70	235	142	204	157	77	31	246	144	1058	625
ONE TO GROW ON-10:58AM	2	201	201	A	7.8	28	662	1766	312	114^	357	185^	288	150^	115^	69^	223	155^	193	119^	53^	30v	288	202	898	533
SAT. 10.58A 2 NBC CN		98	98	B	7.8	28	662	1766	312	114	357	185	288	150	115	69	223	155	193	119	53	30	288	202	898	533
ONE TO GROW ON-12:28PM	2	127	152	A	4.1	14	348	1489	382	120^	419	177^	261^	146^	155^	158^	310^	115^	190^	164^	133^	89v	394	164^	366	98^
SAT. 12.28P 2 NBC CN		69	83	B	4.1	14	348	1489	382	120	419	177	261	146	155	158	310	115	190	164	133	89	394	164	366	98
PINK PANTHER AND SONS	2	193	193	A	4.8	24	408	1588	223^	167^	316	162^	281^	187^	119^	35v	137^	113^	113^	40v	LT	24v	164^	83^	971	601
SAT. 8.30A 30 NBC CA		96	96	B	4.8	24	408	1588	223	167	316	162	281	187	119	35	137	113	113	40	LT	24	164	83	971	601
POLE POSITION	2	202	178	A	5.3	19	450	1476	247^	169^	307	175^	261^	216^	101^	31v	208^	58v	95^	55v	113^	113^	260^	122^	701	459
SAT. 10.30A 30 CBS CA		99	84	B	5.3	19	450	1476	247	169	307	175	261	216	101	31	208	58	95	55	113	113	260	122	701	459
PRYOR'S PLACE	2	183	175	A	4.7	17	399	1466	289^	214^	402	201^	254^	124^	96^	130^	255^	159^	181^	158^	85^	61v	249^	154^	560	404
SAT. 11.30A 30 CBS CL		92	90	B	4.7	17	399	1466	289	214	402	201	254	124	96	130	255	159	181	158	85	61	249	154	560	404
PUPPY'S GREAT ADVENTURES	2	188	188	A	2.8	19	238	1500	89v	51v	135v	51v	81v	81v	47v	54v	105v	42v	75v	68v	63v	30v	197^	108v	1063	526^
SAT. 8.00A 30 ABC CA		96	96	B	2.8	19	238	1500	89	51	135	51	81	81	47	54	105	42	75	68	63	30	197	108	1063	526
SATURDAY SUPERCADE	2	203	203	A	4.5	19	382	1762	353	152^	419	236^	330^	224^	108^	89^	222^	102^	136^	89^	81v	86^	230^	78v	891	514
SAT. 9.30A 60 CBS CA		98	97	B	4.5	19	382	1762	353	152	419	236	330	224	108	89	222	102	136	89	81	86	230	78	891	514
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SATURDAY SUPERCADE-CONT'D																										
9.30 - 10.00				A	4.4	18	374	1848	383	110^	418	201^	312^	210^	122^	106^	264^	120^	162^	107^	100^	102^	248^	93^	918	530
10.00 - 10.30				A	4.6	18	391	1657	323^	188^	413	264^	340	235^	89^	73v	177^	81v	104^	68v	61v	73v	211^	63v	856	492
SCHOOLHOUSE ROCK-8:25AM	2	188	188	A	3.2	20	272	1555	100v	59v	140^	67v	89v	89v	36v	51v	125^	44v	100v	92v	81v	25v	227^	117v	1063	482
SAT. 8.25A 4 ABC CN		96	96	B	3.2	20	272	1555	100	59	140	67	89	89	36	51	125	44	100	92	81	25	227	117	1063	482
SCHOOLHOUSE ROCK-9:55AM	2	199	199	A	4.8	18	408	1559	159^	103^	212^	137^	164^	60v	35v	40v	147^	87^	112^	93^	25v	35v	200^	69v	1000	614
SAT. 9.55A 4 ABC CN		99	99	B	4.8	18	408	1559	159	103	212	137	164	60	35	40	147	87	112	93	25	35	200	69	1000	614
SCHOOLHOUSE ROCK-10:25AM	2	199	199	A	5.4	20	458	1581	243^	41v	269^	147^	160^	90^	79^	95^	277^	100^	176^	203^	148^	60v	291	119^	744	442
SAT. 10.25A 4 ABC CN		99	99	B	5.4	20	458	1581	243	41	269	147	160	90	79	95	277	100	176	203	148	60	291	119	744	442
SHIRT TALES	2	186	162	A	2.3	13	195	1113	128v	LT	128v	67v	67v	LT	31v	61v	201^	98v	118v	81v	57v	83v	97v	97v	687	359^
SAT. 8.00A 30 CBS CA		95	80	B	2.3	13	195	1113	128	LT	128	67	67	LT	31	61	201	98	118	81	57	83	97	97	687	359
SMURFS I	2	206	205	A	5.6	24	475	1834	274	167^	379	225^	345	160^	131^	34v	211^	185^	185^	93^	15v	26v	214^	131^	1030	698
SAT. 9.00A 30 NBC CA		99	99	B	5.6	24	475	1834	274	167	379	225	345	160	131	34	211	185	185	93	15	26	214	131	1030	698
SMURFS II	2	206	205	A	7.8	30	662	1832	368	175^	443	236	399	216	182^	44v	191	145^	165^	112^	35v	26v	235	116^	963	622
SAT. 9.30A 30 NBC CA		99	99	B	7.8	30	662	1832	368	175	443	236	399	216	182	44	191	145	165	112	35	26	235	116	963	622
SMURFS III	2	206	205	A	8.4	32	713	1920	383	168^	436	253	374	203	146^	62^	223	143^	191	139^	65^	32v	236	131^	1025	631
SAT. 10.00A 30 NBC CA		99	99	B	8.4	32	713	1920	383	168	436	253	374	203	146	62	223	143	191	139	65	32	236	131	1025	631
SNORKS	2	190	190	A	4.0	28	340	1821	263^	62v	324^	109^	197^	191^	144^	71v	168^	121^	121^	113^	32v	15v	217^	97^	1112	821
SAT. 8.00A 30 NBC CA		95	96	B	4.0	28	340	1821	263	62	324	109	197	191	144	71	168	121	121	113	32	15	217	97	1112	821
SPIDERMAN AND FRIENDS	2	125	138	A	4.4	16	374	1364	263^	105^	308^	177^	192^	50v	101^	116^	335^	231^	231^	158^	30v	104^	250^	85v	471	121^
SAT. 12.30P 30 NBC CA		68	75	B	4.4	16	374	1364	263	105	308	177	192	50	101	116	335	231	231	158	30	104	250	85	471	121
SPORTSBEAT(B)		129		A	1.5	5	127	1165^	347v	LT	347v	LT	LT	LT	LT	347v	685^	165v	408v	408v	338v	277v	LT	LT	133v	133v
2 SAT. 3.00P 30 ABC SC		66																								
SUNDAY MORNING	47	172	175	A	4.2	19	357	1249	512	235^	540	154^	229^	244^	210^	268^	582	117^	254^	309^	322^	260^	43v	LT	84v	51v
SUN. 9.00A 90 CBS N		94	94	B	4.4	20	374																			
9.00 - 9.30				A	3.7	20	314	1261	503	226^	544	134^	210^	200^	226^	303^	605	86v	251^	322^	353^	283^	58v	LT	54v	54v
9.30 - 10.00				A	4.3	19	365	1348	528	219^	577	156^	243^	255^	230^	276^	600	124^	274^	342^	319^	258^	72v	LT	99^	25v
10.00 - 10.30				A	4.4	18	374	1214	526	264^	526	179^	246^	279^	184^	247^	584	145^	255^	286^	315^	260^	LT	LT	104^	77v
SUPERFRIENDS: SUPERPOWERS	2	194	194	A	4.3	22	365	1616	88v	109^	161^	69v	118^	68v	62v	43v	186^	55v	162^	151^	131^	24v	203^	93^	1066	578
SAT. 8.30A 30 ABC CA		98	98	B	4.3	22	365	1616	88	109	161	69	118	68	62	43	186	55	162	151	131	24	203	93	1066	578
THIS WEEK-DAVID BRINKLEY	41	182	186	A	3.8	12	323	1192	564	146^	601	41v	134^	112^	124^	467	480	143^	211^	137^	115^	244^	55v	24v	56v	56v
SUN. 11.30A 60 ABC N		96	96	B	3.9	12	331																			
11.30 - 12.00				A	3.6	12	306	1082	594	150^	624	26v	157^	131^	131^	467	352^	118^	186^	130^	108^	147^	79v	30v	27v	27v
12.00 - 12.30				A	3.9	12	331	1290	537	139^	576	50v	105^	87v	112^	471	604	169^	239^	142^	121^	338^	28v	19v	82v	82v
TURBO TEEN	2	199	199	A	5.4	21	458	1533	160^	99^	219^	150^	172^	52v	28v	41v	137^	89^	114^	91^	25v	23v	183^	57v	994	585
SAT. 9.30A 30 ABC CA		99	99	B	5.4	21	458	1533	160	99	219	150	172	52	28	41	137	89	114	91	25	23	183	57	994	585
WOLF ROCK TV	2	200	201	A	4.8	18	408	1740	267^	27v	303^	193^	211^	139^	61v	49v	296^	157^	213^	144^	139^	45v	233^	103^	908	535
SAT. 10.30A 30 ABC CA		99	99	B	4.8	18	408	1740	267	27	303	193	211	139	61	49	296	157	213	144	139	45	233	103	908	535
WORLD BANTAM WEIGHT CHAMP(S)		188		A	3.7	11	314	1105	274^	153v	350^	134v	239^	183v	127v	107v	579^	187v	254^	303^	246^	258^	157v	54v	19v	19v
1 SAT. 3.30P 71 ABC SE		94																								
3.30 - 4.00				A	3.8	12	323	1214	437^	186v	505^	230^	366^	244^	183v	139v	570^	183v	220^	285^	228^	263^	139v	55v	LT	LT
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
WORLD BANTAM WEIGH-CONT'D																										
4.00 - 4.30				A	3.6	11	306	967	147v	147v	209^	48v	147v	147v	99v	62v	594^	192v	287^	320^	249^	248^	164v	46v	LT	LT
4.30 - 5.00				A	3.4	10	289	1298	180v	94v	350^	122v	166v	119v	69v	159v	623^	212v	291^	328^	307^	295^	197v	76v	128v	128v

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. SEPT.17, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,960 18.8				27,170 32.0							
ABC TV program					← CALL TO GLORY (SD) →				← NFL MONDAY NIGHT FOOTBALL MIAMI VS BUFFALO (9:00-12:21AM) (+OP)(SD) →							
AVERAGE AUDIENCE (Households (000) & %)					11,550 13.6	13.1*		14.0*	12,570 14.8	15.6*		17.1*		16.8*		15.0*
SHARE OF AUDIENCE %					23	23 *		23 *	28	25 *		28 *		28 *		27 *
AVG. AUD. BY ¼ HR. %					13.0	13.2	13.8	14.3	14.9	16.3	16.9	17.3	16.9	16.7	15.3	14.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,840 16.3				14,690 17.3		14,860 17.5		18,250 21.5			
CBS TV program					← SCARECROW & MRS. KING (R)(SD) →				KATE & ALLIE (R)		NEWHART (R)		← CAGNEY & LACEY (R) →			
AVERAGE AUDIENCE (Households (000) & %)					9,590 11.3	10.3*		12.3*	12,310 14.5		12,740 15.0		13,920 16.4	16.5*		16.4*
SHARE OF AUDIENCE %					19	18 *		20 *	23		24		29	28 *		31 *
AVG. AUD. BY ¼ HR. %					10.4	10.3	12.1	12.4	13.6	15.3	14.5	15.6	16.3	16.6	16.6	16.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					19,270 22.7				20,120 23.7				15,110 17.8			
NBC TV program					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC ALL-STAR HOUR →				← GEORGE BURNS SPECIAL →			
AVERAGE AUDIENCE (Households (000) & %)					14,090 16.6	16.0*		17.2*	14,010 16.5	17.2*		15.7*	10,950 12.9	13.4*		12.4*
SHARE OF AUDIENCE %					28	28 *		28 *	26	27 *		25 *	23	23 *		23 *
AVG. AUD. BY ¼ HR. %					15.4	16.7	16.9	17.5	17.4	17.0	16.7	14.8	13.5	13.3	12.8	12.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,200 17.9				26,400 31.1							
ABC TV program					← CALL TO GLORY (SD) →				← NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS LOS ANGELES (9:00-12:16AM) (+OP) →							
AVERAGE AUDIENCE (Households (000) & %)					10,700 12.6	12.2*		13.0*	13,160 15.5	15.0*		15.6*		16.6*		16.0*
SHARE OF AUDIENCE %					20	20 *		21 *	27	23 *		23 *		25 *		25 *
AVG. AUD. BY ¼ HR. %					12.1	12.3	12.6	13.4	14.9	15.0	15.3	15.9	16.9	16.2	16.1	15.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					27,510 32.4											
CBS TV program					← MISTRAL'S DAUGHTER, PT.1 (SD) →											
AVERAGE AUDIENCE (Households (000) & %)					15,450 18.2	17.0*		17.9*		18.9*		18.8*		18.4*		18.1*
SHARE OF AUDIENCE %					29	28 *		28 *		28 *		28 *		29 *		31 *
AVG. AUD. BY ¼ HR. %					16.4	17.5	17.9	17.9	18.5	19.2	19.3	18.3	18.3	18.5	18.6	17.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,830 21.0				23,010 27.1							
NBC TV program					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES SECRETS OF A MARRIED MAN (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					12,400 14.6	14.2*		14.9*	14,860 17.5	16.7*		17.2*		17.5*		18.4*
SHARE OF AUDIENCE %					23	23 *		23 *	27	25 *		26 *		28 *		31 *
AVG. AUD. BY ¼ HR. %					13.4	15.0	15.0	14.8	16.1	17.3	17.2	17.2	17.3	17.8	18.6	18.2
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	50.4	52.8	53.5	54.7	56.7	58.9	61.4	63.1	64.0	64.6	63.3	62.6	60.2	58.3	55.1	52.2
WK. 2	52.0	53.8	55.6	57.4	60.0	62.7	64.1	65.5	66.8	67.6	67.3	66.3	64.2	62.3	60.3	58.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.MON. SEPT.24, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.18, 1984

WEEK 1

Network		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					20,720 24.4				22,500 26.5							
	Program					← THREE'S COMPANY →				← JESSIE (9:00-10:53PM)(SD) →							
	AVERAGE AUDIENCE (Households (000) & %)					15,200 17.9	16.3*		19.6*	15,030 17.7	17.2*		17.3*		18.2*		18.1*
	SHARE OF AUDIENCE %					30	28 *		32 *	29	28 *		28 *		29 *		30 *
	AVG. AUD. BY ¼ HR. %					14.9	17.6	19.8	19.4	17.2	17.2	17.3	17.4	18.2	18.2	18.4	17.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,120 13.1		18,420 21.7									
	Program					E/R SPECIAL		← MASH FINALE (R)(SD) →									
	AVERAGE AUDIENCE (Households (000) & %)					9,080 10.7		9,170 10.8	8.3*		10.2*		11.2*		11.7*		12.5*
	SHARE OF AUDIENCE %					19		18	14 *		16 *		18 *		19 *		21 *
	AVG. AUD. BY ¼ HR. %					10.6	10.8	8.2	8.3	10.0	10.5	10.9	11.4	11.7	11.6	12.2	12.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,970 24.7				24,790 29.2							
	Program					← A TEAM (SD) →				← HUNTER SPECIAL (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)					16,130 19.0	17.5*		20.5*	17,320 20.4	18.8*		19.6*		21.5*		21.5*
	SHARE OF AUDIENCE %					32	30 *		33 *	33	30 *		32 *		34 *		36 *
	AVG. AUD. BY ¼ HR. %					16.5	18.5	20.1	20.8	18.5	19.1	19.3	19.9	21.1	21.9	22.0	21.0

WEEK 2

Network		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,160 15.5		14,940 17.6		15,620 18.4				14,520 17.1			
	Program					FOUL UPS, BLEEPS, BLUNDERS		THREE'S A CROWD		← PAPER DOLLS (SD) →				← JESSIE →			
	AVERAGE AUDIENCE (Households (000) & %)					11,040 13.0		12,990 15.3		11,550 13.6	13.6*		13.5*	11,290 13.3	13.1*		13.5*
	SHARE OF AUDIENCE %					22		24		21	21 *		21 *	23	22 *		25 *
	AVG. AUD. BY ¼ HR. %					12.5	13.5	15.1	15.5	13.6	13.5	13.5	13.5	12.9	13.3	13.5	13.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,140 14.3		12,570 14.8		22,410 26.4							
	Program					AFTERMASH		E/R (SD)		← MISTRAL'S DAUGHTER, PT.2 (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)					10,190 12.0		10,950 12.9		15,880 18.7	17.5*		18.8*		19.7*		19.0*
	SHARE OF AUDIENCE %					20		20		30	27 *		29 *		33 *		35 *
	AVG. AUD. BY ¼ HR. %					11.9	12.1	12.3	13.5	16.8	18.2	18.6	19.0	19.8	19.5	19.3	18.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)					28,360 33.4								16,640 19.6			
	Program					← A TEAM (SD) →								← REMINGTON STEELE →			
	AVERAGE AUDIENCE (Households (000) & %)					18,340 21.6	20.2*		22.8*		22.1*		21.3*	12,570 14.8	15.5*		14.1*
	SHARE OF AUDIENCE %					34	33 *		36 *		34 *		32 *	26	26 *		26 *
	AVG. AUD. BY ¼ HR. %					19.1	21.2	22.5	23.0	22.4	21.8	22.2	20.5	16.1	14.9	14.4	13.7

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	47.1	48.8	49.3	52.0	55.8	59.1	60.8	61.7	61.7	62.6	61.9	61.5	62.8	62.5	61.5	57.9
	WK. 2	51.6	53.3	54.6	56.2	59.1	61.7	63.1	64.4	65.1	65.8	66.2	65.1	61.3	58.8	56.1	53.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. SEPT.25, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.19, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)					15,280 18.0				14,940 17.6				15,370 18.1			
Program					← FALL GUY (SD) →				← DYNASTY (R)(SD) →				← HOTEL (R) →			
AVERAGE AUDIENCE (Households (000) & %)					10,610 12.5	11.6*		13.5*	11,630 13.7	13.0*		14.3*	12,140 14.3	14.3*		14.4*
SHARE OF AUDIENCE %					22	21 *		23 *	23	21 *		24 *	27	26 *		28 *
AVG. AUD. BY ¼ HR. %					11.4	11.8	13.1	13.8	13.1	13.0	13.8	14.8	14.1	14.4	14.5	14.3
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)					19,530 23.0								11,210 13.2			
Program					← CBS WEDNESDAY NIGHT MOVIE THE CANNONBALL RUN(R) (SD) →								← LONDON&DAVIS IN NEW YORK →			
AVERAGE AUDIENCE (Households (000) & %)					10,100 11.9	10.6*		11.2*		13.1*		12.9*	8,240 9.7	10.1*		9.2*
SHARE OF AUDIENCE %					20	19 *		19 *		22 *		21 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %					10.6	10.7	10.9	11.4	12.7	13.4	13.2	12.5	10.7	9.5	9.2	9.3
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)					25,980 30.6								17,320 20.4			
Program					← HIGHWAY TO HEAVEN (SD) →								← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000) & %)					17,740 20.9	17.9*		20.9*		22.8*		22.0*	13,410 15.8	16.3*		15.2*
SHARE OF AUDIENCE %					36	33 *		35 *		38 *		36 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %					17.0	18.8	20.3	21.4	22.9	22.7	22.8	21.2	16.2	16.3	15.5	15.0
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)					19,270 22.7				22,240 26.2				19,530 23.0			
Program					← FALL GUY (SD) →				← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000) & %)					14,430 17.0	15.8*		18.3*	18,850 22.2	21.8*		22.6*	15,880 18.7	19.4*		17.9*
SHARE OF AUDIENCE %					28	26 *		29 *	34	33 *		35 *	31	32 *		31 *
AVG. AUD. BY ¼ HR. %					14.8	16.9	17.9	18.6	21.5	22.0	22.6	22.5	20.0	18.9	18.1	17.6
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)					22,840 26.9											
Program					← MISTRAL'S DAUGHTER, PT.3 (SUS-OP)(SD) →											
AVERAGE AUDIENCE (Households (000) & %)					13,840 16.3	14.7*		15.2*		15.3*		16.3*		18.4*		18.1*
SHARE OF AUDIENCE %					26	25 *		24 *		24 *		25 *		30 *		31 *
AVG. AUD. BY ¼ HR. %					14.7	14.6	15.1	15.4	15.4	15.2	16.0	16.6	18.3	18.4	18.4	17.8
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)					18,420 21.7				15,960 18.8		14,180 16.7		14,520 17.1			
Program					← HIGHWAY TO HEAVEN (SD) →				FACTS OF LIFE		IT'S YOUR MOVE (SD)		← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000) & %)					14,770 17.4	16.7*		18.0*	14,180 16.7		12,990 15.3		10,700 12.6	12.5*		12.6*
SHARE OF AUDIENCE %					28	28 *		29 *	26		24		21	20 *		22 *
AVG. AUD. BY ¼ HR. %					16.0	17.4	18.0	18.0	16.3	17.1	15.4	15.1	12.5	12.5	12.7	12.5
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	47.2	49.1	50.1	51.8	54.0	55.6	58.1	60.2	60.8	60.6	61.0	60.0	56.8	55.1	53.1	50.6
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	50.7	52.6	53.3	55.1	58.8	60.6	62.4	63.9	64.9	65.3	65.0	64.9	61.7	60.4	59.1	57.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. SEPT.26, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.20, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,270 12.1		12,900 15.2		16,050 18.9				19,700 23.2			
Program					PEOPLE DO- CRAZIEST THINGS		WHO'S THE BOSS?		← GLITTER (SD) →				← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					7,980 9.4		11,210 13.2		12,310 14.5	14.6*		14.4*	14,690 17.3	17.5*		17.1*
SHARE OF AUDIENCE %					17		22		25	25 *		24 *	32	31 *		33 *
AVG. AUD. BY ¼ HR. %					9.6	9.3	12.5	13.9	14.4	14.8	14.4	14.4	16.6	18.4	17.7	16.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,570 20.7				17,660 20.8				14,860 17.5			
Program					← MAGNUM, P.I. (R)(SD) →				← SIMON & SIMON (R) →				← MIKE HAMMER (R) →			
AVERAGE AUDIENCE (Households (000) & %)					12,820 15.1	13.3*		16.8*	14,180 16.7	16.5*		17.0*	11,290 13.3	13.2*		13.4*
SHARE OF AUDIENCE %					26	24 *		28 *	28	28 *		29 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %					12.5	14.1	16.7	16.9	16.4	16.5	17.3	16.7	13.1	13.2	13.4	13.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					20,890 24.6		17,060 20.1		15,540 18.3				14,520 17.1			
Program					BILL COSBY SHOW		FAMILY TIES (R)(SD)		← CHEERS (R)(SD) →				← HILL STREET BLUES (R) →			
AVERAGE AUDIENCE (Households (000) & %)					18,340 21.6		14,940 17.6		11,290 13.3	13.1*		13.5*	10,270 12.1	12.4*		11.8*
SHARE OF AUDIENCE %					39		30		23	22 *		23 *	22	22 *		23 *
AVG. AUD. BY ¼ HR. %					20.3	22.9	18.0	17.1	13.3	13.0	13.2	13.8	12.7	12.1	11.9	11.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					8,910 10.5		10,270 12.1		15,280 18.0				15,110 17.8			
Program					PEOPLE DO- CRAZIEST THINGS		WHO'S THE BOSS?		← GLITTER (SD) →				← 20/20 (10:00-10:55PM)(S)(OP) →			
AVERAGE AUDIENCE (Households (000) & %)					7,640 9.0		9,080 10.7		10,530 12.4	11.6*		13.2*	11,550 13.6	13.7*		13.6*
SHARE OF AUDIENCE %					15		17		19	18 *		20 *	23	22 *		24 *
AVG. AUD. BY ¼ HR. %					9.1	8.9	10.4	10.9	11.5	11.8	13.3	13.0	13.0	14.3	14.0	12.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,040 23.6				24,370 28.7							
Program					← MAGNUM, P.I. →				← SIMON & SIMON (9:00-10:54PM)(SD)(S)(OP) →							
AVERAGE AUDIENCE (Households (000) & %)					15,620 18.4	17.0*		19.9*	15,450 18.2	18.3*		19.0*		18.1*		17.1*
SHARE OF AUDIENCE %					30	28 *		31 *	29	28 *		29 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					16.2	17.7	19.8	19.9	18.1	18.6	18.9	19.1	18.4	17.8	17.2	16.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,820 25.7		18,510 21.8		19,610 23.1		17,910 21.1		19,440 22.9			
Program					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		← HILL STREET BLUES (10:00-10:55PM)(S)(OP) →			
AVERAGE AUDIENCE (Households (000) & %)					19,100 22.5		17,150 20.2		17,740 20.9		16,300 19.2		15,710 18.5	18.6*		18.2*
SHARE OF AUDIENCE %					37		32		32		30		31	30 *		32 *
AVG. AUD. BY ¼ HR. %					22.0	23.0	19.9	20.4	20.8	21.1	19.3	19.1	18.7	18.6	18.6	17.7
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	48.9	50.2	50.3	52.1	54.6	57.2	58.5	59.5	58.8	58.6	59.5	59.0	56.2	55.7	53.9	50.9
WK. 2	52.2	53.7	55.2	57.2	59.5	60.7	63.0	64.1	64.2	64.9	65.0	64.8	62.2	60.7	58.4	53.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. SEPT.27, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.21, 1984

WEEK 1

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000))	15,280		15,710		18,590				16,980			
TOTAL AUDIENCE (%)	18.0		18.5		21.9				20.0			
Program	BENSON		WEBSTER (SD)		← HAWAIIAN HEAT (SD) →				← MATT HOUSTON →			
AVERAGE AUDIENCE (Households (000))	13,160		14,090		14,350				13,750			
AVERAGE AUDIENCE (%)	15.5		16.6		16.9	16.5*		17.2*	16.2	16.1*		16.3*
SHARE OF AUDIENCE %	30		30		30	29 *		30 *	29	29 *		30 *
AVG. AUD. BY ¼ HR. %	14.8	16.2	16.0	17.1	16.2	16.9	17.2	17.2	16.0	16.2	16.4	16.2
CBS TV												
TOTAL AUDIENCE (Households (000))	14,430				20,970							
TOTAL AUDIENCE (%)	17.0				24.7							
Program	← DUKES OF HAZZARD (SD) →				← SPECIAL MOVIE PRSNT.-FRI BURNING RAGE →							
AVERAGE AUDIENCE (Households (000))	10,530				14,010							
AVERAGE AUDIENCE (%)	12.4	11.8*		12.9*	16.5	16.1*		16.7*		16.7*		16.7*
SHARE OF AUDIENCE %	23	23 *		23 *	30	28 *		29 *		30 *		31 *
AVG. AUD. BY ¼ HR. %	11.4	12.2	12.9	12.9	15.6	16.7	16.7	16.7	16.7	16.6	16.8	16.6
NBC TV												
TOTAL AUDIENCE (Households (000))	11,460				11,290							
TOTAL AUDIENCE (%)	13.5				13.3							
Program	← DEAN MARTIN CELEB. ROAST (R)(SD) →				← MOVIE OF THE WEEK-FRIDAY THE BORDER(R) →							
AVERAGE AUDIENCE (Households (000))	7,900				5,600							
AVERAGE AUDIENCE (%)	9.3	9.1*		9.4*	6.6	6.5*		6.2*		6.8*		6.9*
SHARE OF AUDIENCE %	17	18 *		17 *	12	12 *		11 *		12 *		13 *
AVG. AUD. BY ¼ HR. %	9.1	9.2	9.3	9.6	6.8	6.2	6.1	6.3	6.7	6.8	6.7	7.2

WEEK 2

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000))	14,860		15,790		11,380				11,120			
TOTAL AUDIENCE (%)	17.5		18.6		13.4				13.1			
Program	BENSON		WEBSTER (SD)		← HAWAIIAN HEAT (SD) →				← MATT HOUSTON →			
AVERAGE AUDIENCE (Households (000))	12,990		14,010		8,490				9,080			
AVERAGE AUDIENCE (%)	15.3		16.5		10.0	10.0*		10.0*	10.7	10.3*		11.1*
SHARE OF AUDIENCE %	27		28		17	17 *		16 *	18	17 *		19 *
AVG. AUD. BY ¼ HR. %	14.5	16.1	16.2	16.8	10.1	9.9	9.8	10.1	10.0	10.6	11.0	11.3
CBS TV												
TOTAL AUDIENCE (Households (000))	15,790				25,640				23,520			
TOTAL AUDIENCE (%)	18.6				30.2				27.7			
Program	← DUKES OF HAZZARD →				← DALLAS (SD) →				← FALCON CREST →			
AVERAGE AUDIENCE (Households (000))	11,550				22,410				19,870			
AVERAGE AUDIENCE (%)	13.6	12.6*		14.7*	26.4	25.7*		27.1*	23.4	23.9*		22.9*
SHARE OF AUDIENCE %	24	23 *		25 *	44	43 *		44 *	40	40 *		40 *
AVG. AUD. BY ¼ HR. %	12.5	12.8	14.2	15.1	25.0	26.4	27.2	27.1	24.3	23.6	23.4	22.4
NBC TV												
TOTAL AUDIENCE (Households (000))	16,560				12,900				14,180			
TOTAL AUDIENCE (%)	19.5				15.2				16.7			
Program	← BOB HOPE STAR ANTICS (SD) →				← HUNTER (SD) →				← MIAMI VICE →			
AVERAGE AUDIENCE (Households (000))	12,230				10,020				11,720			
AVERAGE AUDIENCE (%)	14.4	14.1*		14.8*	11.8	11.6*		11.9*	13.8	13.8*		13.7*
SHARE OF AUDIENCE %	25	25 *		25 *	20	19 *		20 *	24	23 *		24 *
AVG. AUD. BY ¼ HR. %	13.6	14.6	14.9	14.6	11.8	11.4	11.6	12.3	13.7	13.9	13.8	13.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.0	45.5	46.2	48.4	50.9	53.1	54.4	56.5	56.3	56.7	56.7	57.1	56.1	55.3	54.5	54.2
WK. 2	49.6	50.7	50.9	52.9	55.2	56.5	58.3	59.4	59.7	60.3	60.8	61.0	59.9	58.9	58.0	56.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.22, 1984

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					20,040 23.6						15,790 18.6					
	Program					LOVE BOAT (SD)						FINDER OF LOST LOVES (9:30-10:55PM)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)					12,570 14.8	12.7*		15.0*		16.9*	11,120 13.1	13.2*		13.0*		13.0*
	SHARE OF AUDIENCE %					28	25 *		28 *		31 *	24	24 *		24 *		24 *
	AVG. AUD. BY ¼ HR. %					11.6	13.7	14.7	15.3	16.9	16.9	13.3	13.1	13.1	12.9	13.3	12.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,650 14.9				19,530 23.0							
	Program					AIRWOLF (SD)				COVER-UP (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					9,760 11.5	10.7*		12.3*	11,890 14.0	11.9*		14.2*		14.9*		15.0*
	SHARE OF AUDIENCE %					22	21 *		23 *	26	22 *		26 *		28 *		28 *
	AVG. AUD. BY ¼ HR. %					10.4	10.9	12.0	12.7	11.6	12.3	14.1	14.4	14.9	14.9	15.3	14.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,790 18.6				16,470 19.4							
	Program					PARTNERS IN CRIME (SD)				HOT PURSUIT (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					11,380 13.4	13.1*		13.7*	9,510 11.2	10.8*		10.4*		11.7*		11.8*
	SHARE OF AUDIENCE %					25	25 *		25 *	21	20 *		19 *		22 *		22 *
	AVG. AUD. BY ¼ HR. %					12.6	13.5	14.2	13.3	11.1	10.4	10.2	10.5	11.6	11.8	11.6	12.1

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					20,210 23.8								15,030 17.7			
	Program	(1)				LOVE BOAT (SD)								FINDER OF LOST LOVES			
	AVERAGE AUDIENCE (Households (000) & %)					12,650 14.9	12.4*		14.2*		16.1*		17.0*	12,060 14.2	14.2*		14.1*
	SHARE OF AUDIENCE %					27	24 *		26 *		29 *		31 *	27	27 *		27 *
	AVG. AUD. BY ¼ HR. %	9.2				12.0	12.8	14.1	14.2	16.2	16.1	16.9	17.1	14.4	14.0	14.2	14.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,180 16.7				13,240 15.6				15,370 18.1			
	Program					AIRWOLF (SD)				MIKE HAMMER (SD)				COVER-UP			
	AVERAGE AUDIENCE (Households (000) & %)					10,700 12.6	12.1*		13.1*	10,870 12.8	12.7*		12.9*	12,060 14.2	13.9*		14.6*
	SHARE OF AUDIENCE %					24	23 *		24 *	23	23 *		23 *	27	26 *		28 *
	AVG. AUD. BY ¼ HR. %					11.8	12.4	13.1	13.1	12.4	13.0	12.9	12.9	13.7	14.0	14.8	14.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,520 17.1		13,410 15.8		14,090 16.6				12,140 14.3			
	Program					DIFF'RENT STROKES-SAT.		GIMME A BREAK (SD)		PARTNERS IN CRIME				HOT PURSUIT			
	AVERAGE AUDIENCE (Households (000) & %)					12,400 14.6		12,140 14.3		11,120 13.1	13.6*		12.7*	9,340 11.0	11.0*		11.1*
	SHARE OF AUDIENCE %					28		26		24	25 *		23 *	21	21 *		21 *
	AVG. AUD. BY ¼ HR. %					14.1	15.1	14.3	14.4	13.7	13.4	13.2	12.2	10.9	11.0	10.8	11.4

WEEK 2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.0	45.2	46.3	48.1	50.7	52.3	53.9	54.8	54.4	54.7	54.0	54.0	54.1	54.0	53.8	52.3
WK. 2	47.4	48.7	48.9	49.0	51.2	52.8	54.3	54.7	54.7	54.8	55.5	56.0	53.7	52.2	52.3	51.6

U.S. TV Households: 84,900,000

(1)CFA COLLEGE FOOTBALL GAME,ABC,(3:45-7:04PM)

For explanation of symbols, See page A.

EVE.SAT. SEPT.29, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.22, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,140 3.7													
	Program			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,140 3.7													
	SHARE OF AUDIENCE %			10													
	AVG. AUD. BY ¼ HR. %			3.7													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			9,080 10.7													
	Program			← SATURDAY NIGHT → (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			4,920 5.8	6.9*		5.3*		4.8*								
	SHARE OF AUDIENCE %			18	18 *		17 *		19 *								
	AVG. AUD. BY ¼ HR. %			6.9	6.9	5.4	5.1	4.9	4.4								
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,480 4.1													
	Program			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,400 4.0													
	SHARE OF AUDIENCE %			10													
	AVG. AUD. BY ¼ HR. %			4.0													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,780 12.7													
	Program			← SATURDAY NIGHT → (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			6,110 7.2	7.9*		7.4*		5.8*								
	SHARE OF AUDIENCE %			22	21 *		23 *		22 *								
	AVG. AUD. BY ¼ HR. %			7.8	8.0	7.7	7.1	6.0	5.1								
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	47.6	43.8	38.9	35.6	31.7	29.1	25.9	23.8	21.4	18.8	15.9	14.4	12.5	11.5	10.9	10.0
	WK. 2	47.4	43.8	38.6	35.9	32.8	30.8	27.7	24.8	22.3	20.1	17.8	15.7	12.7	11.3	10.2	9.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.29, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.23, 1984 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	13,070 15.4				19,020 22.4				23,430 27.6							
Program	← RIPLEY'S BELIEVE IT-NOT →				← HARDCASTLE & MCCORMICK (SD) →				← ABC SUNDAY NIGHT MOVIE PAPER DOLLS (SD) →							
AVERAGE AUDIENCE (Households (000) & %)	8,320 9.8	8.4*		11.1*	13,500 15.9	14.4*		17.4*	15,620 18.4	18.7*		19.2*		18.3*		17.6*
SHARE OF AUDIENCE %	18	16 *		20 *	26	24 *		27 *	29	28 *		29 *		29 *		30 *
AVG. AUD. BY ¼ HR. %	7.8	9.0	10.8	11.4	13.7	15.1	16.9	17.8	18.5	19.0	19.2	19.2	18.6	18.0	18.0	17.1
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			25,130 29.6				18,680 22.0		32,090 37.8							
Program		(1) (→OP)	← 60 MINUTES (7:34-8:34PM) (OP)(→OP) →				AFTERMASH SPECIAL (8:34-9:04PM) (OP)(→OP)(SD)		← EMMY AWARDS (9:04-12:39AM) (OP)(SD) →							
AVERAGE AUDIENCE (Households (000) & %)		15.9*	17,570 20.7	18.7*		22.3*	15,450 18.2		14,520 17.1	18.6*		19.7*		19.0*		16.7*
SHARE OF AUDIENCE %		31 *	35	33 *		37 *	29		33	28 *		30 *		29 *		28 *
AVG. AUD. BY ¼ HR. %	15.0	16.7	17.7	19.4	21.8	22.7	17.2	18.5	18.4	18.7	19.9	19.4	19.2	18.7	17.2	16.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	10,020 11.8		11,290 13.3		15,620 18.4				23,770 28.0							
Program	SILVER SPOONS		PUNKY BREWSTER		← KNIGHT RIDER (R)(SD) →				← NBC SUNDAY NIGHT MOVIE THE ENFORCER(R) →							
AVERAGE AUDIENCE (Households (000) & %)	7,640 9.0		9,680 11.4		10,700 12.6	11.0*		14.2*	15,710 18.5	17.1*		18.6*		19.5*		18.9*
SHARE OF AUDIENCE %	17		20		20	18 *		22 *	29	26 *		28 *		31 *		32 *
AVG. AUD. BY ¼ HR. %	7.7	10.3	10.8	12.0	10.7	11.2	13.7	14.8	16.2	18.0	18.3	18.9	19.5	19.6	19.5	18.3

EVE.SUN. SEPT.30, 1984 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	6,880 8.1		8,240 9.7		16,810 19.8				26,230 30.9							
Program	LAROUCHE FOR PRESIDENT		RIPLEY'S BELIEVE IT-NOT SP		← HARDCASTLE & MCCORMICK (SD) →				← ABC SUNDAY NIGHT MOVIE HEARTSOUNDS (9:00-11:39PM) (SD) →							
AVERAGE AUDIENCE (Households (000) & %)	5,350 6.3		7,300 8.6		12,570 14.8	13.3*		16.3*	15,710 18.5	18.0*		17.9*		19.0*		19.2*
SHARE OF AUDIENCE %	11		14		23	21 *		25 *	31	27 *		27 *		31 *		34 *
AVG. AUD. BY ¼ HR. %	6.8	5.8	8.0	9.2	12.2	14.4	15.8	16.7	17.8	18.2	18.3	17.6	18.6	19.4	19.0	19.3
CBS TV																
TOTAL AUDIENCE (Households (000) & %)		25,810 30.4				26,400 31.1								17,150 20.2		
Program	(2) (→OP)	← 60 MINUTES (7:20-8:20PM) (OP)(→OP) →				← MURDER, SHE WROTE (8:20-10:20PM) (OP)(→OP)(SD) →								TRAPPER JOHN, M.D. (10:20-11:20PM) (OP)(SD)		
AVERAGE AUDIENCE (Households (000) & %)		17,740 20.9		20.4*		16,050 18.9		17.9*		18.8*		19.1*		12,230 14.4		14.1*
SHARE OF AUDIENCE %		34		34 *		29		27 *		28 *		28 *		26		25 *
AVG. AUD. BY ¼ HR. %	16.9	19.2	20.3	20.4	22.5	18.4	17.9	17.8	18.6	19.1	18.6	19.5	21.3	14.7	14.1	14.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	13,670 16.1		13,670 16.1		24,280 28.6								14,770 17.4			
Program	SILVER SPOONS		PUNKY BREWSTER		← KNIGHT RIDER (SD) →								SCENE OF THE CRIME (10:00-10:55PM) (S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)	10,360 12.2		11,970 14.1		16,130 19.0	17.0*		18.4*		20.5*		20.0*	10,610 12.5	12.7*		12.2*
SHARE OF AUDIENCE %	21		23		29	27 *		28 *		31 *		30 *	21	21 *		22 *
AVG. AUD. BY ¼ HR. %	10.0	14.3	13.5	14.7	16.4	17.6	17.9	18.8	20.1	20.8	21.1	19.0	12.5	12.9	12.5	11.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.6	55.0	56.1	57.7	59.6	61.4	63.0	64.9	65.5	66.4	66.1	65.7	64.6	62.9	60.4	57.1
WK. 2	56.7	58.8	60.1	61.8	63.6	64.6	65.7	67.1	66.9	67.3	67.4	66.4	62.4	59.6	56.9	55.4

U.S. TV Households: 84,900,000

(1)CBS NFL FOOTBALL GAME 2,CBS,VARIOUS TEAMS AND TIMES~,MULTI-SEGMENT TELECAST

(2)CBS NFL FOOTBALL GAME 2,CBS,VARIOUS TEAMS AND TIMES~,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)				2,550 3.0													
Program				ABC WEEKEND REPORT-SUN.													
AVERAGE AUDIENCE (Households (000) & %)				2,380 2.8													
SHARE OF AUDIENCE	%			8													
AVG. AUD. BY ¼ HR.	%			2.8													
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)								2,550 3.0									
Program		EMMY AWARDS (9:04-12:39AM) (+OP)							CBS SUNDAY NEWS-OSGOOD (12:40-12:55AM) (OP)								
AVERAGE AUDIENCE (Households (000) & %)			16.2*		16.5*		14.9*	2,460 2.9									
SHARE OF AUDIENCE	%		34 *		46 *		52 *	15									
AVG. AUD. BY ¼ HR.	%	16.7	15.6	16.6	16.3	15.7	14.1	3.1	2.8								
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)						1,870 2.2											
Program						G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)						1,530 1.8											
SHARE OF AUDIENCE	%					6											
AVG. AUD. BY ¼ HR.	%					2.0	1.6										

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)						2,380 2.8											
Program		ABC SUNDAY NIGHT MOVIE HEARTSOUNDS (9:00-11:39PM)(+OP)				ABC WEEKEND REPORT-SUN. (12:11-12:26AM)											
AVERAGE AUDIENCE (Households (000) & %)			19.0*	16.7*		2,380 2.8											
SHARE OF AUDIENCE	%		38 *	41 *		18											
AVG. AUD. BY ¼ HR.	%	19.1	18.9	16.7		3.1	2.7										
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			4,840 5.7														
Program		TRAPPER JOHN, M.D. (10:20-11:20PM) (+OP)		CBS SUNDAY NEWS-OSGOOD (11:20-11:35PM) (OP)													
AVERAGE AUDIENCE (Households (000) & %)			4,750 5.6														
SHARE OF AUDIENCE	%		12														
AVG. AUD. BY ¼ HR.	%	14.8	5.7	5.3													
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)						1,530 1.8											
Program						G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)						1,190 1.4											
SHARE OF AUDIENCE	%					5											
AVG. AUD. BY ¼ HR.	%					1.5	1.4										

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	48.6	42.4	36.2	32.7	29.5	26.0	22.0	18.6	15.3	13.2	11.5	10.2	8.7	7.7	7.1	6.9
	WK. 2	51.7	48.5	40.8	33.2	27.9	23.3	19.9	17.5	15.0	13.2	11.9	10.4	9.0	8.1	7.2	6.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,670 5.5				5,180 6.1									
		← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING) (SUS-OP)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING) (SUS-OP)									
	AVERAGE AUDIENCE (Households (000) & %)			3,650 4.3				4,250 5.0									
	SHARE OF AUDIENCE %			23				24									
	AVG. AUD. BY ¼ HR. %			4.2	4.4			4.8	5.1								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,230 3.8				3,400 4.0						4,840 5.7		4,080 4.8	
				CBS MORNING NEWS 1				CBS MORNING NEWS 2 >(OP)						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,720 3.2				2,720 3.2						3,990 4.7		3,570 4.2	
	SHARE OF AUDIENCE %			17				15						22		21	
	AVG. AUD. BY ¼ HR. %			3.1	3.2			3.2	4.0					4.4	4.9	4.2	4.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,330 5.1				4,580 5.4						3,310 3.9		3,820 4.5	
		← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)		(S)(OP)				FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,480 4.1				3,910 4.6						2,550 3.0		3,140 3.7	
	SHARE OF AUDIENCE %			22				22						14		18	
	AVG. AUD. BY ¼ HR. %			4.0	4.1			4.7	4.5					2.9	3.2	3.6	3.7

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,750 5.6				5,260 6.2									
		← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)(TU-F) (OP)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)								(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,740 4.4				4,410 5.2									
	SHARE OF AUDIENCE %			23				25									
	AVG. AUD. BY ¼ HR. %			4.3	4.5			5.3	5.2								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,310 3.9				3,650 4.3						4,840 5.7		4,330 5.1	
				CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK (TU-F) (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			2,720 3.2				2,970 3.5						3,990 4.7		3,820 4.5	
	SHARE OF AUDIENCE %			17				17						22		20	
	AVG. AUD. BY ¼ HR. %			3.2	3.1			3.4	3.5					4.4	5.0	4.4	4.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,330 5.1				4,410 5.2						3,480 4.1		3,990 4.7	
		← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						FACTS OF LIFE M-F >		SALE OF THE CENTURY (TU-F) (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,310 3.9				3,570 4.2						2,800 3.3		3,310 3.9	
	SHARE OF AUDIENCE %			21				20						15		17	
	AVG. AUD. BY ¼ HR. %			3.9	4.0			4.3	4.2					3.1	3.5	3.8	4.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	12.1	13.9	15.6	17.4	19.0	20.0	20.5	20.4	20.5	20.8	20.8	20.8	20.6	20.8	20.2	20.3
	WK. 2	12.7	14.5	15.9	17.2	18.1	19.7	20.3	20.1	20.3	21.0	21.3	21.5	21.6	22.0	22.1	22.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.17-21, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	2,210		2,720		3,570		4,330		8,740				7,900			
TOTAL AUDIENCE (%)	2.6		3.2		4.2		5.1		10.3				9.3			
Program	CELEBRITY FAMILY FEUD SP.		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
AVERAGE AUDIENCE (Households (000))	1,780		2,290		2,970		3,650		6,710				6,110			
AVERAGE AUDIENCE (%)	2.1		2.7		3.5		4.3		7.9	7.5*		8.3*	7.2	7.0*		7.3*
SHARE OF AUDIENCE %	10		13		15		17		28	27 *		29 *	27	26 *		27 *
AVG. AUD. BY ¼ HR. %	2.0	2.2	2.5	2.8	3.3	3.6	4.0	4.6	7.2	7.8	8.3	8.4	7.2	6.9	7.1	7.5
CBS TV																
TOTAL AUDIENCE (Households (000))	6,110		7,560				8,660				7,640				5,690	
TOTAL AUDIENCE (%)	7.2		8.9				10.2				9.0				6.7	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	5,180		6,450				6,620				6,110				5,090	
AVERAGE AUDIENCE (%)	6.1		7.6				7.8	7.8*		7.9*	7.2	6.9*		7.4*	6.0	
SHARE OF AUDIENCE %	30		36				31	32 *		31 *	26	24 *		27 *	22	
AVG. AUD. BY ¼ HR. %	5.9	6.4	7.3	7.9			7.7	7.9	7.9	7.9	6.8	6.9	7.4	7.5	5.9	6.1
NBC TV																
TOTAL AUDIENCE (Households (000))	6,450		5,090		2,290		2,890		6,620				5,690			
TOTAL AUDIENCE (%)	7.6		6.0		2.7		3.4		7.8				6.7			
Program	WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000))	5,600		4,410		1,870		2,460		5,090				4,330			
AVERAGE AUDIENCE (%)	6.6		5.2		2.2		2.9		6.0	5.8*		6.2*	5.1	5.2*		5.1*
SHARE OF AUDIENCE %	32		25		9		12		21	21 *		22 *	19	19 *		19 *
AVG. AUD. BY ¼ HR. %	6.5	6.8	5.3	5.2	2.1	2.3	2.9	3.0	5.6	6.1	6.2	6.3	5.3	5.1	5.3	4.9

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	2,550		2,970		3,480		4,410		9,170				8,410			
TOTAL AUDIENCE (%)	3.0		3.5		4.1		5.2		10.8				9.9			
Program	CELEBRITY FAMILY FEUD SP. >		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
AVERAGE AUDIENCE (Households (000))	2,290		2,550		2,970		3,740		7,050				6,540			
AVERAGE AUDIENCE (%)	2.7		3.0		3.5		4.4		8.3	7.8*		8.7*	7.7	7.8*		7.8*
SHARE OF AUDIENCE %	12		13		14		16		28	26 *		29 *	27	27 *		28 *
AVG. AUD. BY ¼ HR. %	2.7	2.6	2.9	3.1	3.3	3.7	4.1	4.7	7.4	8.3	8.7	8.8	7.7	7.8	7.7	7.8
CBS TV																
TOTAL AUDIENCE (Households (000))	6,280		8,240				9,080				7,810				5,690	
TOTAL AUDIENCE (%)	7.4		9.7				10.7				9.2				6.7	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	5,430		6,880				7,050				6,280				5,260	
AVERAGE AUDIENCE (%)	6.4		8.1				8.3	8.2*		8.4*	7.4	7.2*		7.6*	6.2	
SHARE OF AUDIENCE %	28		35				31	32 *		30 *	25	24 *		26 *	22	
AVG. AUD. BY ¼ HR. %	6.0	6.6	7.9	8.3			8.1	8.4	8.4	8.4	7.1	7.2	7.7	7.5	6.2	6.2
NBC TV																
TOTAL AUDIENCE (Households (000))	6,620		5,940		2,460		3,400		6,960				5,940			
TOTAL AUDIENCE (%)	7.8		7.0		2.9		4.0		8.2				7.0			
Program	WHEEL OF > FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW >		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000))	5,690		5,090		1,950		2,890		5,690				4,670			
AVERAGE AUDIENCE (%)	6.7		6.0		2.3		3.4		6.7	6.5*		7.0*	5.5	5.7*		5.4*
SHARE OF AUDIENCE %	29		26		9		13		23	22 *		24 *	19	20 *		19 *
AVG. AUD. BY ¼ HR. %	6.6	6.7	6.0	5.9	2.3	2.4	3.3	3.5	6.2	6.7	6.9	7.0	5.7	5.6	5.6	5.2

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	20.4	21.0	21.1	22.0	23.8	24.8	25.1	25.9	27.3	28.4	28.4	28.2	27.3	27.3	26.6	27.2
WK. 2	22.6	23.1	23.3	24.1	25.6	26.4	26.8	27.6	28.9	29.7	29.4	29.5	28.7	28.9	28.1	28.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.24-28, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,510 11.2				2,380 2.8										9,930 11.7	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT			(S)(OP)							ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,640 9.0	8.9*		9.1*	2,120 2.5										8,410 9.9	
SHARE OF AUDIENCE %	32	32 *		31 *	9										22	
AVG. AUD. BY ¼ HR. %	8.7	9.0	9.2	9.1	2.6	2.4									9.7	10.1
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,640 9.0				2,890 3.4										10,610 12.5	
Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	6,110 7.2	7.0*		7.3*	2,380 2.8										9,170 10.8	
SHARE OF AUDIENCE %	25	25 *		25 *	10										23	
AVG. AUD. BY ¼ HR. %	6.9	7.1	7.3	7.2	2.8	2.8									10.7	10.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,480 4.1														8,070 9.5	
Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	2,290 2.7	2.8*		2.7*											6,960 8.2	
SHARE OF AUDIENCE %	9	10 *		9 *											18	
AVG. AUD. BY ¼ HR. %	2.9	2.8	2.7	2.7											8.0	8.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,360 12.2				2,800 3.3										10,360 12.2	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	8,240 9.7	9.4*		10.0*	2,460 2.9										8,910 10.5	
SHARE OF AUDIENCE %	32	32 *		32 *	9										21	
AVG. AUD. BY ¼ HR. %	9.2	9.6	10.0	10.1	2.9	2.7									10.3	10.7
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,730 9.1				3,140 3.7										11,380 13.4	
Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	5,940 7.0	6.9*		7.1*	2,550 3.0										9,930 11.7	
SHARE OF AUDIENCE %	23	24 *		23 *	9										24	
AVG. AUD. BY ¼ HR. %	6.8	7.0	7.2	7.1	3.0	3.1									11.5	11.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,990 4.7														8,410 9.9	
Program	← SANTA BARBARA →				(S)(OP)										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	2,630 3.1	3.1*		3.1*											7,390 8.7	
SHARE OF AUDIENCE %	10	11 *		10 *											18	
AVG. AUD. BY ¼ HR. %	3.3	3.0	3.0	3.3											8.4	9.0

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	27.3	28.5	29.3	30.3	29.4	30.4	30.8	32.6	34.2	36.4	37.7	40.1	42.5	44.1	45.1	46.3
WK. 2	28.4	29.6	30.5	31.9	31.5	32.6	32.8	34.3	36.0	38.0	39.5	41.9	44.9	46.8	48.0	49.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT.22, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					3,140 3.7		4,250 5.0		5,520 6.5		5,010 5.9		5,090 6.0		4,250 5.0	
Program					PUPPY'S GREAT ADVENTURES (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		WOLF ROCK TV	
AVERAGE AUDIENCE (Households (000) & %)					2,460 2.9		3,570 4.2		4,670 5.5		4,080 4.8		3,990 4.7		3,400 4.0	
SHARE OF AUDIENCE %					20		21		23		19		19		16	
AVG. AUD. BY ¼ HR. %					2.4	3.3	3.9	4.5	5.3	5.7	5.0	4.5	4.6	4.7	4.3	3.7
CBS TV TOTAL AUDIENCE (Households (000) & %)			1,530 1.8		2,550 3.0		4,670 5.5		6,280 7.4		6,200 7.3				5,770 6.8	
Program			CAPTAIN KANGAROO-SAT.		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		← SATURDAY SUPERCADE →				POLE POSITION	
AVERAGE AUDIENCE (Households (000) & %)			1,020 1.2		2,040 2.4		3,910 4.6		5,260 6.2		3,740 4.4	4.3*		4.4*	5,010 5.9	
SHARE OF AUDIENCE %			12		14		22		26		19	19 *		18 *	23	
AVG. AUD. BY ¼ HR. %			1.1	1.4	2.1	2.6	4.0	5.1	6.1	6.3	4.6	4.1	4.1	4.7	5.7	6.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					4,410 5.2		5,010 5.9		5,860 6.9		8,150 9.6		8,410 9.9		7,560 8.9	
Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)					3,400 4.0		4,250 5.0		4,670 5.5		6,790 8.0		7,220 8.5		6,200 7.3	
SHARE OF AUDIENCE %					28		25		23		32		34		28	
AVG. AUD. BY ¼ HR. %					3.6	4.4	4.8	5.1	5.3	5.8	7.4	8.5	8.8	8.3	7.0	7.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					2,890 3.4		4,500 5.3		5,520 6.5		6,540 7.7		6,710 7.9		5,520 6.5	
Program					PUPPY'S GREAT ADVENTURES (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		WOLF ROCK TV	
AVERAGE AUDIENCE (Households (000) & %)					2,210 2.6		3,740 4.4		4,500 5.3		5,090 6.0		5,430 6.4		4,750 5.6	
SHARE OF AUDIENCE %					18		22		22		22		23		19	
AVG. AUD. BY ¼ HR. %					2.4	2.9	4.1	4.7	5.0	5.6	5.8	6.3	6.1	6.7	5.8	5.4
CBS TV TOTAL AUDIENCE (Households (000) & %)			930 1.1		2,720 3.2		4,160 4.9		5,940 7.0		6,370 7.5				4,670 5.5	
Program			CAPTAIN KANGAROO-SAT.		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		← SATURDAY SUPERCADE →				POLE POSITION	
AVERAGE AUDIENCE (Households (000) & %)			680 .8		1,870 2.2		3,480 4.1		4,920 5.8		3,820 4.5	4.4*		4.7*	3,910 4.6	
SHARE OF AUDIENCE %			9		13		20		24		18	18 *		18 *	16	
AVG. AUD. BY ¼ HR. %			.8	.9	2.1	2.4	3.7	4.4	5.6	5.9	4.6	4.2	4.7	4.7	4.7	4.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					4,250 5.0		4,750 5.6		6,030 7.1		7,730 9.1		8,320 9.8		8,570 10.1	
Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)					3,310 3.9		3,820 4.5		4,840 5.7		6,450 7.6		6,960 8.2		7,130 8.4	
SHARE OF AUDIENCE %					27		23		24		28		30		29	
AVG. AUD. BY ¼ HR. %					3.3	4.6	4.2	4.8	5.5	6.0	7.3	7.9	8.3	8.2	8.3	8.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	6.7	8.4	10.2	12.4	14.7	17.2	20.0	22.2	23.4	25.1	25.4	25.4	25.1	25.9	26.3	26.3
WK. 2	6.7	7.8	9.5	11.6	14.4	17.3	19.9	22.3	23.8	26.0	26.9	27.8	27.9	28.2	28.9	29.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. SEPT.29, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT.22, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,500 5.3		5,180 6.1		4,750 5.6		4,410 5.2									
Program	NEW SCOOBY-DOO MYSTERIES		LITTLES		ABC WEEKEND SPECIALS		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	3,570 4.2		4,250 5.0		3,820 4.5		2,380 2.8	2.8*		2.9*						
SHARE OF AUDIENCE %	16		19		16		10	10 *		10 *						
AVG. AUD. BY ¼ HR. %	3.8	4.6	4.9	5.2	4.4	4.6	2.9	2.6	2.8	3.1						
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,030 7.1		4,840 5.7		3,740 4.4		4,670 5.5		5,260 6.2		3,570 4.2					
Program	DUNGEONS AND DRAGONS (SD)		PRYOR'S PLACE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		CHARLIE BROWN&SNOOPY SHOW (SD)					
AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8		3,740 4.4		3,060 3.6		3,910 4.6		4,330 5.1		2,800 3.3					
SHARE OF AUDIENCE %	22		16		13		16		17		11					
AVG. AUD. BY ¼ HR. %	5.9	5.7	4.4	4.5	3.4	3.7	4.5	4.8	5.0	5.2	3.3	3.4				
NBC TV TOTAL AUDIENCE (Households (000) & %)	6,620 7.8		6,200 7.3		3,820 4.5		3,570 4.2						2,970 3.5	9,510 11.2		
Program	KIDD VIDEO		MR. T		GOING BANANAS (SD)		SPIDERMAN AND FRIENDS						(1) (-OP)	NBC MAJOR LEAGUE BASEBALL OAKLAND VS KANSAS CITY CLEVELAND VS MINNESOTA MULTI-SEGMENT TELECAST(OP)		
AVERAGE AUDIENCE (Households (000) & %)	5,770 6.8		5,350 6.3		3,140 3.7		2,970 3.5						2,720 3.2	3,570 4.2		3.8*
SHARE OF AUDIENCE %	25		23		13		13						11	13		12 *
AVG. AUD. BY ¼ HR. %	6.9	6.6	6.4	6.2	3.6	3.8	3.3	3.6					3.3	2.9	3.5	4.0

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,770 6.8		6,370 7.5		5,430 6.4		5,260 6.2									
Program	NEW SCOOBY-DOO MYSTERIES		LITTLES		ABC WEEKEND SPECIALS		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,750 5.6		5,600 6.6		4,580 5.4		3,140 3.7	3.5*		3.9*						
SHARE OF AUDIENCE %	19		23		18		12	12 *		13 *						
AVG. AUD. BY ¼ HR. %	5.2	6.0	6.3	6.9	5.3	5.4	3.7	3.2	3.7	4.0						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,520 6.5		5,770 6.8		10,190 12.0											
Program	DUNGEONS AND DRAGONS (SD)		PRYOR'S PLACE (SD)		← CBS COLLEGE FOOTBALL ILLINOIS VS IOWA (12:07-3:12PM) (SD)(-OP) →											
AVERAGE AUDIENCE (Households (000) & %)	4,410 5.2		4,160 4.9		3,060 3.6	3.1*		3.2*		3.0*		3.6*		4.3*		4.1*
SHARE OF AUDIENCE %	18		17		12	10 *		11 *		10 *		12 *		14 *		13 *
AVG. AUD. BY ¼ HR. %	5.1	5.3	4.7	5.0	2.6	3.3	3.4	3.0	3.0	3.0	3.2	3.9	4.2	4.3	4.0	4.1
NBC TV TOTAL AUDIENCE (Households (000) & %)	6,710 7.9		6,540 7.7		4,840 5.7		5,350 6.3									
Program	KIDD VIDEO		MR. T		GOING BANANAS (SD)		SPIDERMAN AND FRIENDS									
AVERAGE AUDIENCE (Households (000) & %)	5,690 6.7		5,090 6.0		3,910 4.6		4,410 5.2									
SHARE OF AUDIENCE %	23		21		15		18									
AVG. AUD. BY ¼ HR. %	7.1	6.4	6.0	6.0	4.7	4.6	5.1	5.3								

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	26.5	27.2	26.5	27.3	27.8	28.5	28.9	30.0	29.7	29.8	29.6	29.7	30.0	30.9	30.7	30.4
WK. 2	28.6	28.8	27.9	28.3	28.7	30.0	29.8	29.9	30.2	31.7	30.7	31.0	31.3	31.6	31.6	31.2

U.S. TV Households: 84,900,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:18PM)

For explanation of symbols, See page A.

DAY SAT. SEPT.29, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 22, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,010 5.9				2,800 3.3		8,240 9.7							
ABC TV program			WORLD BANTAM WEIGHT CHAMP (3:30-4:41PM) (+OP)				FIFTH AVENUE MILE SPECIAL (4:41-5:01PM) (OP)(+OP)		ABC WIDE WORLD-SPORTS SAT (5:01-6:30PM) (OP)							
AVERAGE AUDIENCE (Households (000) & %)			3,140 3.7	3.8*		3.6*	2,550 3.0		3,650 4.3	3.8*		5.1*		3.9*		
SHARE OF AUDIENCE %			11	12 *		11 *	9		11	11 *		13 *		9 *		
AVG. AUD. BY ¼ HR. %			3.4	4.2	3.9	3.3	2.7	3.1	3.6	4.0	5.3	4.9	4.0	3.7		
CBS TV TOTAL AUDIENCE (Households (000) & %)			17,740 20.9													
CBS TV program			CBS COLLEGE FOOTBALL NEBRASKA VS UCLA (3:37-6:53PM) (SD)													
AVERAGE AUDIENCE (Households (000) & %)			6,200 7.3	6.5*		7.0*		7.3*		7.2*		8.0*		7.6*		7.1*
SHARE OF AUDIENCE %			21	20 *		21 *		22 *		22 *		22 *		20 *		18 *
AVG. AUD. BY ¼ HR. %			6.1	6.6	6.9	7.2	7.5	7.1	7.1	7.3	7.7	8.4	8.0	7.3	7.4	6.6
NBC TV TOTAL AUDIENCE (Households (000) & %)															8,660 10.2	
NBC TV program	NBC MAJOR LEAGUE BASEBALL OAKLAND VS KANSAS CITY CLEVELAND VS MINNESOTA MULTI-SEGMENT TELECAST														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		4.6*		4.5*		4.4*		4.1*	4.3*						7,300 8.6	
SHARE OF AUDIENCE %		15 *		14 *		13 *		12 *	13 *						20	
AVG. AUD. BY ¼ HR. %	4.5	4.7	4.7	4.3	4.4	4.5	4.2	4.1	4.3						8.3	8.8

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,040 2.4		5,010 5.9	15,710 18.5												
ABC TV program	SPORTSBEAT(B)		CFA COLLEGE FOOTBALL-PRE	CFA COLLEGE FOOTBALL GAME NOTRE DAME VS MISSOURI (3:45-7:04PM)												
AVERAGE AUDIENCE (Households (000) & %)	1,270 1.5		4,410 5.2	5,860 6.9		6.2*		6.2*		6.2*		7.3*		7.5*		8.3*
SHARE OF AUDIENCE %	5		16	19		19 *		18 *		18 *		20 *		18 *		19 *
AVG. AUD. BY ¼ HR. %	1.7	1.3	5.2	5.9	6.4	6.1	6.3	6.0	6.1	6.3	6.9	7.6	7.6	7.4	7.9	8.7
CBS TV TOTAL AUDIENCE (Households (000) & %)	3,910 4.6		11,800 13.9												8,320 9.8	
CBS TV program	(1) (OP)		CBS SPORTS SATURDAY (3:30-5:59PM)												CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)	3,400 4.0		4,250 5.0	4.4*		4.3*		6.0*		5.1*		5.1*			6,960 8.2	
SHARE OF AUDIENCE %	13		15	14 *		13 *		18 *		15 *		14 *			18	
AVG. AUD. BY ¼ HR. %	4.1	3.9	4.4	4.5	4.0	4.5	5.6	6.4	5.2	5.0	5.0	5.2			7.9	8.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,650 4.3	8,570 10.1													7,640 9.0	
NBC TV program	(2) (+OP)	NBC MAJOR LEAGUE BASEBALL KANSAS CITY VS OAKLAND MINNESOTA VS CLEVELAND (OP)(3:18-6:00PM)													NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	3,140 3.7	3,060 3.6		4.2*		4.0*		3.6*		3.0*		3.0*			6,200 7.3	
SHARE OF AUDIENCE %	12	11		13 *		12 *		11 *		9 *		8 *			16	
AVG. AUD. BY ¼ HR. %	3.7	3.8	4.5	4.0	4.0	4.0	3.9	3.3	3.1	3.0	3.0	3.0			7.3	7.3

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	30.4	31.6	32.5	33.5	33.9	33.7	34.6	34.4	34.6	36.0	38.4	40.1	41.3	42.1	42.5	42.6
WK. 2	31.0	31.4	32.6	32.9	32.7	33.4	34.7	35.4	35.2	36.6	38.1	39.3	42.5	45.1	46.5	46.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

(1)CBS COLLEGE FOOTBALL POST,CBS,(3:12-3:30PM) (2)NBC MAJOR LEAGUE PRE GAME,NBC,(3:00-3:18PM)

DAY SAT. SEPT. 29, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.23, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										6,110 7.2						3,140 3.7	
Program			CAPTAIN KANGAROO-SUN. (SUS)						FOR OUR TIMES	← SUNDAY MORNING					→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										3,230 3.8	3.5*		3.7*		4.1*	2,380 2.8	
SHARE OF AUDIENCE	%									18	18 *		17 *		17 *	10	
AVG. AUD. BY ¼ HR.	%									3.3	3.6	3.7	3.6	4.0	4.3	3.0	2.7
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										7,050 8.3						3,990 4.7	
Program			CAPTAIN KANGAROO-SUN. (SUS)						FOR OUR TIMES (SUS)	← SUNDAY MORNING					→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										3,820 4.5	3.9*		4.8*		4.7*	3,230 3.8	
SHARE OF AUDIENCE	%									20	21 *		21 *		19 *	13	
AVG. AUD. BY ¼ HR.	%									3.4	4.4	4.8	4.9	4.7	4.7	3.8	3.8
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	5.6	6.2	7.3	8.9	11.1	13.8	16.5	17.7	19.6	21.0	22.6	23.7	24.2	25.9	26.1	26.3
	WK. 2	5.5	6.0	7.2	8.9	10.8	13.4	16.1	17.7	19.2	21.0	23.1	24.8	26.2	27.9	28.3	28.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. SEPT.30, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 23, 1984

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,920 5.8													
	Program			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			3,230 3.8	3.6*		4.0*										
	SHARE OF AUDIENCE %			12	12 *		13 *										
	AVG. AUD. BY ¼ HR. %			3.5	3.7	4.1	3.9										
CBS TV	TOTAL AUDIENCE (Households (000) & %)							6,620 7.8	25,220 29.7								
	Program							CBS NFL TODAY (12:30-12:58PM) (→OP)	← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(OP)								
	AVERAGE AUDIENCE (Households (000) & %)							5,520 6.5	11,890 14.0		10.3*		13.3*		14.3*		15.0*
	SHARE OF AUDIENCE %							21	37		29 *		37 *		38 *		39 *
	AVG. AUD. BY ¼ HR. %							5.9	8.0	9.3	11.2	13.0	13.6	14.0	14.6	14.9	15.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)					3,650 4.3		4,920 5.8		20,120 23.7							
	Program					MEET THE PRESS		NFL '84-NBC		← NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)					2,720 3.2		3,570 4.2		8,490 10.0	8.5*		10.2*		10.3*		9.9*
	SHARE OF AUDIENCE %					11		13		26	24 *		28 *		27 *		26 *
	AVG. AUD. BY ¼ HR. %					3.0	3.3	3.4	4.9	7.8	9.2	10.1	10.4	10.4	10.4	9.5	10.4
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,670 5.5													
	Program			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			3,140 3.7	3.6*		3.7*										
	SHARE OF AUDIENCE %			12	12 *		11 *										
	AVG. AUD. BY ¼ HR. %			3.5	3.7	3.7	3.7										
CBS TV	TOTAL AUDIENCE (Households (000) & %)							6,790 8.0	26,660 31.4								
	Program							CBS NFL TODAY (12:30-12:58PM) (→OP)	← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)								
	AVERAGE AUDIENCE (Households (000) & %)							5,350 6.3	13,840 16.3		12.4*		15.8*		15.8*		17.7*
	SHARE OF AUDIENCE %							20	40		34 *		41 *		40 *		43 *
	AVG. AUD. BY ¼ HR. %							5.8	8.4	11.1	13.6	15.7	15.9	16.5	15.1	17.1	18.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)					3,310 3.9		4,920 5.8		21,310 25.1							
	Program					MEET THE PRESS		NFL '84-NBC		← NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)					2,550 3.0		3,990 4.7		10,020 11.8	9.3*		11.2*		12.9*		11.2*
	SHARE OF AUDIENCE %					10		14		29	25 *		28 *		32 *		27 *
	AVG. AUD. BY ¼ HR. %					2.9	3.1	4.0	5.3	8.0	10.4	10.9	11.3	12.1	13.6	11.0	11.2
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	27.5	28.6	29.9	29.9	30.5	31.5	31.9	33.5	35.3	36.4	36.4	36.9	37.3	38.7	38.4	39.0
	WK. 2	28.6	29.8	30.6	31.7	32.3	33.3	34.0	34.9	36.8	38.8	39.2	39.5	39.9	40.3	40.7	41.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 30, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.23, 1984

WEEK 1

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	ABC SUNDAY AFTERNOON BSBL — TEXAS VS CALIFORNIA OAKLAND VS KANSAS CITY MULTI-SEGMENT TELECAST														ABC WRLD NEWS TONIGHT-SUN	
TOTAL AUDIENCE (Households (000))	7,560														6,710	
TOTAL AUDIENCE (%)	8.9														7.9	
AVERAGE AUDIENCE (Households (000))	2,380														5,260	
AVERAGE AUDIENCE (%)	2.8	2.0*		2.3*		2.9*		3.2*		3.2*		3.3*			6.2	
SHARE OF AUDIENCE %	7	5 *		6 *		7 *		8 *		8 *		8 *			13	
AVG. AUD. BY ¼ HR. %	2.3	1.7	2.1	2.5	2.8	3.0	3.1	3.2	3.1	3.2	3.3	.8	<<		5.8	6.7

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (→OP)				CBS NFL FOOTBALL GAME 2 — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)											
TOTAL AUDIENCE (Households (000))					25,550											
TOTAL AUDIENCE (%)					30.1											
AVERAGE AUDIENCE (Households (000))					10,190											
AVERAGE AUDIENCE (%)		15.2*		15.6*	12.0	7.5*		11.4*		11.7*		11.5*		11.8*		12.7*
SHARE OF AUDIENCE %		40 *		40 *	27	18 *		28 *		28 *		27 *		26 *		27 *
AVG. AUD. BY ¼ HR. %	15.3	15.0	15.4	15.4	5.8	8.7	11.4	11.5	11.6	11.7	11.5	11.5	11.8	12.0	12.2	13.2

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (→OP)					(1) (OP)									NBC NIGHTLY NEWS-SU(B)	
TOTAL AUDIENCE (Households (000))						3,570									5,350	
TOTAL AUDIENCE (%)						4.2									6.3	
AVERAGE AUDIENCE (Households (000))						3,400									4,580	
AVERAGE AUDIENCE (%)		10.3*		10.4*	10.1*	4.0									5.4	
SHARE OF AUDIENCE %		26 *		26 *	24 *	10									11	
AVG. AUD. BY ¼ HR. %	10.1	10.4	10.6	10.2	10.1	4.0	3.1								5.1	5.6

WEEK 2

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program															ABC WRLD NEWS TONIGHT-SUN	
TOTAL AUDIENCE (Households (000))															5,770	
TOTAL AUDIENCE (%)															6.8	
AVERAGE AUDIENCE (Households (000))															4,750	
AVERAGE AUDIENCE (%)															5.6	
SHARE OF AUDIENCE %															11	
AVG. AUD. BY ¼ HR. %															5.2	6.0

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (→OP)				CBS NFL FOOTBALL GAME 2 — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)											
TOTAL AUDIENCE (Households (000))					28,360											
TOTAL AUDIENCE (%)					33.4											
AVERAGE AUDIENCE (Households (000))					11,970											
AVERAGE AUDIENCE (%)		18.3*		19.1*	14.1	12.4*		14.6*		14.2*		13.2*		12.5*		13.5*
SHARE OF AUDIENCE %		43 *		44 *	29	28 *		33 *		32 *		29 *		26 *		26 *
AVG. AUD. BY ¼ HR. %	18.3	18.3	18.9	17.3	10.9	13.2	14.3	14.9	14.3	14.3	13.6	12.7	12.6	12.2	12.9	14.0

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (→OP)				NFL FOOTBALL POST-NBC (4:05-4:19PM) (OP)				RELIGIOUS SERIES (SUS)						NBC NIGHTLY NEWS-SUN	
TOTAL AUDIENCE (Households (000))					4,920										6,620	
TOTAL AUDIENCE (%)					5.8										7.8	
AVERAGE AUDIENCE (Households (000))					4,580										5,520	
AVERAGE AUDIENCE (%)		12.7*		13.1*	5.4										6.5	
SHARE OF AUDIENCE %		30 *		30 *	12										12	
AVG. AUD. BY ¼ HR. %	12.2	13.0	13.0	13.3	5.8	4.2									5.9	7.1

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	39.2	39.1	39.8	40.6	41.9	42.4	41.2	41.8	42.0	42.8	44.0	45.4	46.2	48.4	49.2	50.0
WK. 2	42.0	42.6	42.9	43.6	43.9	44.1	44.1	45.4	45.3	45.4	45.1	46.4	49.3	51.2	53.1	54.7

U.S. TV Households: 84,900,000

(1)NFL FOOTBALL POST-NBC,NBC,(4:17-4:31PM)

For explanation of symbols, See page A.

DAY SUN. SEPT.30, 1984

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON	2	8.58- 8.59PM	8.45								11,550	13.6	11,550	13.6	22	13.6	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.21AM	→GRID	27,170	32.0	12,570	14.8	28									
	2	9.00-12.16AM	→GRID								26,400	31.1	13,160	15.5	27		
			11.00						13.6							15.6	
			11.15				13.2*	26*	12.9					15.0*	28*	14.4	
			11.30						13.2							15.7	
			11.45				13.1*	31*	12.9					15.5*	36*	15.4	
			12.00						12.5							14.3	
			12.15				11.7*	32*	9.7					13.9*	36*	8.1	
ABC ABC BUSINESS BRIEF-MON	1	10.46-10.47PM	10.45	12,230	14.4	12,230	14.4	26	14.4								
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	2	9.58- 9.59PM	9.45								10,700	12.6	10,700	12.6	19	12.6	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	11,460	13.5	11,460	13.5	22	13.5		16,220	19.1	16,220	19.1	30	19.1	
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45								16,640	19.6	16,640	19.6	30	19.6	
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.52- 8.53PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU	2	9.58- 9.59PM	9.45								10,270	12.1	10,270	12.1	19	12.1	
ABC MONDALE/FERRARO COMMITTEE(S)	2	10.55-11.00PM	10.45								10,950	12.9	9,590	11.3	21	11.3	
CBS MONDALE/FERRARO POLITICAL(S)	2	10.54-10.59PM	10.45								13,920	16.4	12,060	14.2	26	14.2	
NBC MONDALE PAID POLITICAL(S)	2	10.55-11.00PM	10.45								13,920	16.4	11,890	14.0	26	14.0	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.43- 8.44PM	8.30								14,090	16.6	14,090	16.6	29	16.6	
	1	8.46- 8.47PM	8.45	13,920	16.4	13,920	16.4	29	16.4								
ABC ABC NEWSBRIEF-FRI	2	9.58- 9.59PM	9.45								7,900	9.3	7,900	9.3	15	9.3	
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	9.01- 9.02PM	9.00	13,750	16.2	13,750	16.2	30	16.2								
	2	9.06- 9.08PM	9.00								14,010	16.5	13,670	16.1	29	16.1	
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								13,500	15.9	13,500	15.9	28	15.9	
	1	10.07-10.08PM	10.00	10,950	12.9	10,950	12.9	24	12.9								
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	10,100	11.9	10,100	11.9	22	11.9		9,340	11.0	9,340	11.0	20	11.0	
CBS NEWSBREAK-SAT.	1	9.51- 9.53PM	9.45	11,550	13.6	11,460	13.5	25	13.5								
	2	9.58- 9.59PM	9.45								10,270	12.1	10,270	12.1	22	12.1	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	6,880	8.1	6,880	8.1	15	8.1		10,020	11.8	10,020	11.8	22	11.8	
NBC NBC NEWS DIGEST-2-SAT.	1	9.47- 9.49PM	9.45	7,980	9.4	7,900	9.3	17	9.3								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN		8.33- 8.34PM	8.30	14,090	16.6	14,090	16.6	26	16.6		13,070	15.4	13,070	15.4	23	15.4	
ABC ABC NEWSBRIEF-SUN.	1	9.48- 9.49PM	9.45	15,620	18.4	15,620	18.4	28	18.4								
CONT'D																	

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING SUNDAY-CONT'D																	
ABC ABC NEWSBRIEF-SUN.-CONT'D	2	9.56- 9.57PM	9.45								15,110	17.8	15,110	17.8	27	17.8	
CBS CBS NFL FOOTBALL GAME 2	1	4.04- 7.35PM	→GRID	25,550	30.1	10,190	12.0	27									
	2	4.08- 7.33PM	→GRID								28,360	33.4	11,970	14.1	29		
	2	4.08- 7.33PM	→GRID								28,360	33.4	11,970	14.1	29		
			7.15											16.9*	31*	16.9	
			7.30				15.0*	29*	16.2							<<	
			8.00													<<	
CBS 60 MINUTES	2	7.20- 8.20PM	→GRID								25,810	30.4	17,740	20.9	34		
	1	7.34- 8.34PM	→GRID	25,130	29.6	17,570	20.7	35									
			8.15											22.5*	35*	22.4	
			8.30						21.3								
CBS MURDER, SHE WROTE	2	8.20-10.20PM	→GRID								26,400	31.1	16,050	18.9	29		
			10.15											20.6*	32*	18.6	
CBS AFTERMASH SPECIAL(S)	1	8.34- 9.04PM	→GRID	18,680	22.0	15,450	18.2	29									
			9.00						19.9								
CBS EMMY AWARDS(S)	1	9.04-12.39AM	→GRID	32,090	37.8	14,520	17.1	33									
			12.30				11.8*	51*	11.8								
CBS SPORTSBREAK-SUN	1	9.02- 9.03PM	9.00	15,880	18.7	15,880	18.7	29	18.7								
	2	9.13- 9.14PM	9.00								16,390	19.3	16,390	19.3	29	19.3	
CBS NEWSBREAK-SUN.	2	10.18-10.19PM	10.15								14,690	17.3	14,690	17.3	28	17.3	
CBS TRAPPER JOHN, M.D.	2	10.20-11.20PM	→GRID								17,150	20.2	12,230	14.4	26		
			11.15											14.6*	28*	14.0	
CBS NEWSBREAK-SUN.	1	10.48-10.49PM	10.45	11,380	13.4	11,380	13.4	23	13.4								
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,190	12.0	10,190	12.0	18	12.0		15,880	18.7	15,880	18.7	28	18.7	
NBC NBC NEWS DIGEST-2-SUN.	2	9.58- 9.59PM	9.45								10,870	12.8	10,870	12.8	19	12.8	
NBC MONDALE PAID POLITICAL-SU(S)	2	10.55-11.00PM	10.45								9,590	11.3	8,240	9.7	18	9.7	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	1	>	8.45	13,070	15.4	13,070	15.4	26	15.2	M-F							
			9.45						14.7	W-F							
			10.00						17.5	TUE.							
ABC ABC NEWS:NIGHTLINE	1	>	11.30	6,280	7.4	4,920	5.8	17	6.5	TU-F							
	2	11.30-12.00MD	11.30								5,770	6.8	4,500	5.3	16	6.0	TU-F
			11.45						5.3	TU-F						4.6	TU-F
			12.00						4.4	W & F							
ABC ABC ROCKS	1	12.01-12.32AM	12.00	2,290	2.7	1,780	2.1	7	2.2	FRI.							
	2	12.00-12.32AM	12.00								2,210	2.6	1,780	2.1	7	2.2	FRI.
			12.15						2.0	FRI.						1.9	FRI.
			12.30						2.0	FRI.						2.0	FRI.
ABC EYE ON HOLLYWOOD		>	12.00	1,780	2.1	1,440	1.7	7	1.8	TU-TH	1,780	2.1	1,440	1.7	7	1.9	TU-TH
			12.15						1.6	TU-TH						1.6	TU-TH
			12.30						1.7	TU&TH						1.4	THU.
ABC ABC NEWS:NIGHTLINE-MON	1	12.50- 1.20AM	12.45	3,310	3.9	2,800	3.3	18	3.8	MON.							
	2	12.45- 1.15AM	12.45								3,910	4.6	3,060	3.6	19	3.9	MON.
			1.00						3.2	MON.						3.3	MON.
			1.15						2.8	MON.							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS AMERICAN PORTRAIT	2	>	8.45								14,090	16.6	14,090	16.6	25	16.1	MTUTH
			9.00													17.6	MON.
CBS NEWSBREAK-M-F	1	>	8.45	9,170	10.8	9,170	10.8	18	11.0	M-F							
			9.00						9.9	TUE.							
	2	>	9.45								14,520	17.1	14,520	17.1	27	17.4	M-F
			10.00													16.0	THU.
CBS CAMPAIGN '84		11.30-12.00MD	11.30	4,580	5.4	3,650	4.3	13	4.7	TUE.	4,330	5.1	3,400	4.0	12	4.5	TUE.
			11.45						3.9	TUE.						3.5	TUE.
CBS LATE MOVIE I		>	11.30	6,280	7.4	4,080	4.8	17	5.3	M-F	6,620	7.8	4,250	5.0	18	5.9	M-F
			11.45				5.2*	15*	5.0	MWTHF				5.8*	17*	5.7	MWTHF
			12.00						4.6	M-F						4.9	M-F
			12.15				4.6*	17*	4.6	M-F				4.8*	18*	4.6	M-F
			12.30						4.5	M-F						4.4	M-F
			12.45				4.6*	22*	4.2	M-F				4.1*	20*	3.6	M-F
			1.00				4.2*	26*	4.2	TUE.				3.7*	24*	3.7	TUE.
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	3,910	4.6	2,970	3.5	20	4.0	M-F	3,400	4.0	2,890	3.4	20	3.8	M-F
			12.45				3.8*	19*	3.8	MWTHF				3.6*	18*	3.5	MWTHF
			1.00						3.5	M-F						3.3	M-F
			1.15				3.5*	22*	3.3	M-F				3.2*	20*	3.2	M-F
			1.30						3.2	M & TU						3.0	TUE.
			1.45				3.0*	26*	2.7	M & TU				2.9*	25*	2.8	TUE.
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,190	1.4	930	1.1	13	1.2	MWTHSU	1,190	1.4	1,020	1.2	13	1.3	MWTHSU
			2.15						1.1	MWTHSU						1.2	MWTHSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,290	2.7	930	1.1	21		M-THSU	2,380	2.8	850	1.0	19		M-THSU
			2.30						1.4	M-THSU						1.6	M-THSU
			2.45				1.4*	20*	1.3	M-THSU				1.5*	20*	1.4	M-THSU
			3.00						1.4	M-THSU						1.3	M-THSU
			3.15				1.3*	21*	1.3	M-THSU				1.3*	21*	1.2	M-THSU
			3.30						1.3	M-THSU						1.1	M-THSU
			3.45				1.3*	25*	1.2	M-THSU				1.0*	19*	1.0	M-THSU
			4.00						1.1	M-THSU						.9	M-THSU
			4.15				1.0*	21*	.9	M-THSU				.9*	19*	.8	M-THSU
			4.30						.9	M-THSU						.8	M-THSU
			4.45				.9*	21*	1.0	M-THSU				.8*	19*	.8	M-THSU
			5.30						1.0	M-THSU						1.0	M-THSU
			5.45				1.0*	23*	1.0	M-THSU				1.0*	22*	1.0	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45	11,380	13.4	11,380	13.4	22	12.0	M-F	13,240	15.6	13,240	15.6	25	14.4	M-F
			9.00						19.1	WED.						20.6	TUE.
NBC NBC NEWS DIGEST-2-M-F		>	9.45	11,800	13.9	11,800	13.9	23	13.9	TU&TH	11,890	14.0	11,890	14.0	22	14.0	MWF
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,830	10.4	5,430	6.4	21	7.5	M-F	9,420	11.1	5,600	6.6	22	7.8	M-F
			11.45				7.0*	20*	6.6	M-F				7.3*	21*	6.9	M-F
			12.00						6.2	M-F						6.3	M-F
			12.15				5.7*	21*	5.2	M-F				6.0*	22*	5.6	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,230	3.8	2,630	3.1	16	3.3	M-TH	3,310	3.9	2,800	3.3	17	3.6	M-TH
			12.45						3.0	M-TH						3.1	M-TH

 U.S. TV HOUSEHOLDS: 84,900,000   FOR EXPLANATION OF SYMBOLS, SEE PAGE A.   *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,090	6.0	2,290	2.7	13	3.8	FRI.	5,860	6.9	3,140	3.7	19	5.1	FRI.
			12.45				3.7*	14*	3.5	FRI.				4.7*	20*	4.2	FRI.
			1.00						3.0	FRI.						3.8	FRI.
			1.15				2.7*	13*	2.4	FRI.				3.5*	18*	3.3	FRI.
			1.30						2.0	FRI.						2.9	FRI.
			1.45				1.7*	10*	1.4	FRI.				2.8*	19*	2.6	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,630	3.1	2,210	2.6	18	2.8	M-TH	2,380	2.8	2,040	2.4	16	2.5	M-TH
			1.15						2.4	M-TH						2.2	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,100	1.3	1,100	1.3	16	1.3	M-F	1,020	1.2	1,020	1.2	14	1.2	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,950	2.3	1,870	2.2	17	2.2	M-F	2,040	2.4	1,950	2.3	18	2.3	M-F
ABC GOOD MORNING, AMERICA-(B)	2	7.30- 8.00AM	7.30								3,570	4.2	2,720	3.2	17	3.3	MON.
			7.45													3.1	MON.
ABC ABC SPECIAL REPORT-8:30AM(SUS)	1	8.30- 8.40AM	8.30							THU.							
ABC REAGAN U.N. ADDRESS-ABC(SUS)	2	10.30-11.13AM	10.30														MON.
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,790	8.0	6,790	8.0	30	8.0	M-F	6,960	8.2	6,960	8.2	29	8.2	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	7,050	8.3	4,160	4.9	15	4.5	WED.							
			4.45				4.6*	15*	4.6	WED.							
			5.00						5.1	WED.							
			5.15				5.3*	15*	5.5	WED.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,780	2.1	1,360	1.6	18	1.5	M-F	1,950	2.3	1,440	1.7	18	1.6	M-F
			6.45						1.7	M-F						1.9	M-F
CBS CBS MORNING NEWS 2(B)	1	8.35- 8.58AM	8.30	1,610	1.9	1,360	1.6	7	1.5	THU.							
			8.45						1.6	THU.							
CBS REAGAN U.N. ADDRESS-CBS(SUS)	2	10.30-11.11AM	10.30														MON.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,600	6.6	5,430	6.4	29	6.4	M-F	6,110	7.2	5,940	7.0	30	7.0	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,010	5.9	4,840	5.7	19	5.7	M-F	5,010	5.9	4,670	5.5	18	5.5	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,700	2.0	1,270	1.5	13	1.3	M-F	2,120	2.5	1,530	1.8	16	1.5	M-F
			6.45						1.7	M-F						2.0	M-F
NBC TODAY SHOW SPECIAL(S)	1	9.00-10.00AM	9.00	3,480	4.1	1,870	2.2	12	2.3	THU.							
			9.15				2.3*	13*	2.2	THU.							
			9.30						2.0	THU.							
			9.45				2.2*	11*	2.4	THU.							
NBC REAGAN U.N. ADDRESS-NBC(SUS)	2	10.30-11.11AM	10.30														MON.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,570	4.2	3,570	4.2	15	4.2	MWF	3,570	4.2	3,570	4.2	15	4.2	MWF
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00								4,330	5.1	2,720	3.2	9	3.2	TUE.
			4.15											3.2*	10*	3.2	TUE.
			4.30													3.1	TUE.
			4.45											3.2*	9*	3.3	TUE.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,480	4.1	2,800	3.3	21	3.3		3,230	3.8	2,630	3.1	20	3.1	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	3,820	4.5	3,400	4.0	16	4.0		5,430	6.4	4,750	5.6	21	5.6	

 U.S. TV HOUSEHOLDS: 84,900,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ½ HR %	TELE-CAST DAYS	WK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ½ HR %	TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,410	5.2	3,650	4.3	17	4.3		6,110	7.2	5,520	6.5	23	6.5	
ABC WORLD BANTAM WEIGHT CHAMP(S)	1	3.30- 4.41PM	→GRID	5,010	5.9	3,140	3.7	11									
			4.30				3.4*	10*	3.4								
ABC FIFTH AVENUE MILE SPECIAL(S)	1	4.41- 5.01PM	→GRID	2,800	3.3	2,550	3.0	9									
			5.00						2.8								
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,800	3.3	2,290	2.7	15	2.7		2,550	3.0	2,210	2.6	14	2.6	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,670	5.5	4,330	5.1	24	5.1		4,750	5.6	4,080	4.8	22	4.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,670	5.5	4,410	5.2	20	5.2		4,330	5.1	3,820	4.5	15	4.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,910	4.6	3,400	4.0	15	4.0		4,250	5.0	3,910	4.6	16	4.6	
CBS CBS COLLEGE FOOTBALL	2	12.07- 3.12PM	→GRID								10,190	12.0	3,060	3.6	12		
			3.00											4.4*	14*	4.4	
CBS CBS COLLEGE FOOTBALL PRE	2	12.00-12.07PM	12.00								4,080	4.8	2,630	3.1	11	3.1	
CBS IN THE NEWS- 1.26PM	1	1.26- 1.29PM	1.15	4,500	5.3	4,160	4.9	17	4.9								
CBS IN THE NEWS- 1.56PM	1	1.56- 1.59PM	1.45	2,630	3.1	2,550	3.0	10	3.0								
CBS CBS COLLEGE FOOTBALL PRE	1	3.30- 3.37PM	3.30	5,940	7.0	4,410	5.2	16	5.2								
CBS CBS COLLEGE FOOTBALL POST	1	6.53- 6.59PM	6.45	6,620	7.8	5,600	6.6	17	6.6								
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,820	4.5	3,480	4.1	26	4.1		3,910	4.6	3,740	4.4	28	4.4	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,750	5.6	4,410	5.2	25	5.2		4,500	5.3	4,330	5.1	23	5.1	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,450	7.6	6,030	7.1	28	7.1		7,050	8.3	6,790	8.0	29	8.0	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,710	7.9	6,450	7.6	29	7.6		7,050	8.3	6,710	7.9	27	7.9	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	2,970	3.5	2,890	3.4	12	3.4		4,410	5.2	3,990	4.7	16	4.7	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	→GRID	2,970	3.5	2,720	3.2	11									
			2.15						3.1								
	2	3.00- 3.18PM	→GRID														
			3.15								3,650	4.3	3,140	3.7	12		
																3.6	
DAY SUNDAY																	
CBS CBS NFL TODAY		12.30-12.58PM	→GRID	6,620	7.8	5,520	6.5	21									
			12.45						7.1		6,790	8.0	5,350	6.3	20	6.8	
CBS CBS NFL FOOTBALL GAME 1	1	12.58- 4.10PM	→GRID	25,220	29.7	11,890	14.0	37									
	2	12.58- 4.08PM	→GRID														
			4.00						10.5		26,660	31.4	13,840	16.3	40		
			4.15				10.3*	25*	7.4					15.1*	34*	14.5	
			4.30						<<							1.6	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.15PM	→GRID	20,120	23.7	8,490	10.0	26									
	2	1.00- 4.14PM	→GRID														
			4.00								21,310	25.1	10,020	11.8	29		
			4.15						5.0					12.7*	29*	12.5	
																6.6	

Nielsen Television Index

Correction Notice

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October 26, 1984

NIELSEN NATIONAL TV RATINGS REPORT
2ND SEPTEMBER 1984 REPORT
September 17-30, 1984

Following are the audience estimates for Monday-Friday Daytime 7:00-7:30AM which should have appeared on page 76 of the above report.

PROGRAM AUDIENCE ESTIMATES (By Time Periods)

DAY / TIME (N.Y.T.) / NTWK WK‡ PROGRAM NAME		AVERAGE MINUTE AUDIENCE %																	
			AUDIENCE COMPOSITION																
		HOUSE-HOLDS	TOTAL PERSONS 2+	LADY OF HOUSE	WORK-ING WOMEN	WOMEN (BY AGE) TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55+	MEN (BY AGE) TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55+	TEENS (12-17) TOTAL	TEENS FEMALE	CHILDREN (2-11) TOTAL	CHILDREN 6-11
PG. 76 MONDAY-FRIDAY DAYTIME 7.00-7.30AM	TVU	13.3	7.1	7.9	7.5	7.9	7.8	8.2	8.3	7.3	5.5	3.7	3.9	4.7	9.7	3.7	3.3 Λ	10.9	9.4

Nielsen Television Index

Bulletin

October 26, 1984

PRESIDENT REAGAN
ADDRESSES UN ASSEMBLY

On Monday, September 24, 1984, President Ronald Reagan addressed the Assembly of the United Nations on the subject of negotiation with the Russians on space weapons, regional conflicts and other issues.

The President's speech was carried by the major national television networks at 10:30-11:11AM NYT. Nielsen estimates of the audience reached are as follows:

	Percent	Millions
Total Audience		
Households	15.2	12.9
Average Audience		
Households	11.4	9.7
Total Persons*	5.5	12.3
Total Women	9.2	8.2
18-49	6.3	3.5
Total Men	4.2	3.3
18-49	2.6	1.4
Total Teens	LT	LT
Total Children*	2.3	.8

*Excluding children under 2 years of age.
LT - Below minimum reporting standards.

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